

Angling Direct

Getting everyone fishing

Gender Pay Gap

2025 Report



Gender Pay Gap Report

From April 2017, all large UK companies employing 250 people, or more are required to report the following gender pay gap figures:

- Gender pay gap (mean and median figures) as at the 'snapshot' date.
- Gender bonus gap (mean and median figures) for the 12-month period preceding the snapshot date.
- Proportion of men and women in each quartile of equal employee numbers across the organisation as at the snapshot date.
- Proportion of men and women receiving bonuses in the 12-month period preceding the snapshot date.

The gender pay gap is not the same as equal pay. Equal pay ensures that men and women receive the same pay for carrying out the same or equivalent work. The gender pay gap is an average figure for all employees regardless of their role or seniority.

Angling Direct is the largest specialist fishing tackle retailer in the UK, selling fishing tackle products and related equipment, operating through a nationwide store network, e-commerce platforms (www.anglingdirect.co.uk), and distribution centres.

2025 is the eighth report produced by Angling Direct.

People are fundamental to our success, and our strategy within Angling Direct is to encourage people from all backgrounds to join and be part of our innovative and progressive organisation, inspiring everyone to get fishing!



Gender Split	Apr-25	Apr-24	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Male	87.1%	89.1%	85.2%	83.3%	83.9%	85.1%	83.5%	87.8%	N/A
Female	12.9%	10.9%	14.8%	16.7%	16.1%	14.9%	16.5%	12.2%	N/A
Gender Pay Gap	Apr-25	Apr-24	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Mean	11.1%	6.5%	2.0%	4.9%	-0.5%	0.8%	14.7%	24.2%	N/A
Median	6.2%	-1.7%	-6.4%	-6.3%	-2.5%	0.0%	2.8%	-6.1%	N/A
Bonus Pay Gap	Apr-25	Apr-24	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Mean	-14.1%	33.1%	55.3%	50.1%	50.8%	53.8%	59.7%	7.2%	N/A
Median	-8.2%	17.4%	65.1%	62.2%	57.7%	4.9%	13.2%	32.4%	N/A
% Receiving a Bonus	Apr-25	Apr-24	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Male	74.2%	68.8%	93.1%	89.3%	97.2%	61.7%	70.0%	8.1%	N/A
Female	33.9%	27.1%	93.3%	94.0%	90.3%	29.5%	26.9%	9.7%	N/A

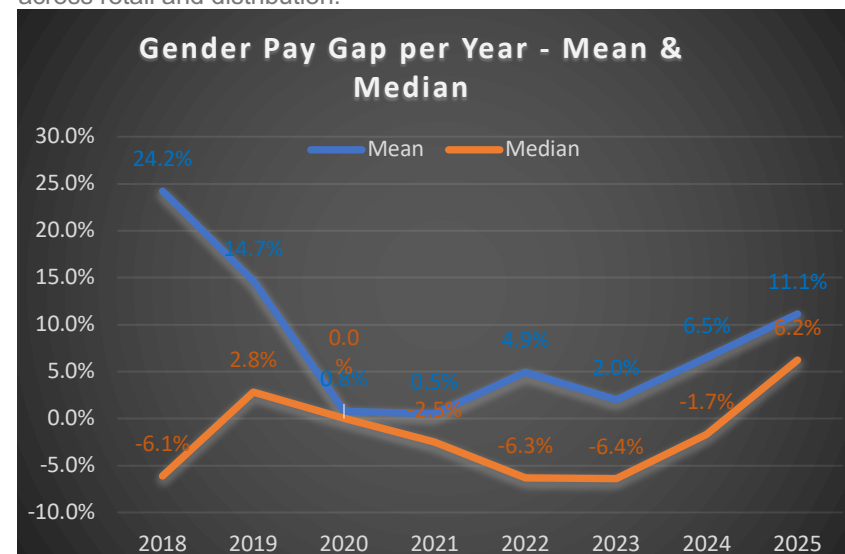
This report includes UK based colleagues only (458) employed on the snapshot date of **5 April 2025**. Colleagues outside of the UK are not included in this report.

Angling Direct's workforce remains predominantly male (87.1%), which reflects both the sector and the sport of fishing, although participation continues to diversify. Angling Direct remains committed to actively promoting and fostering diversity within both the industry and the sport through its overarching ambition of 'Getting Everyone Fishing'.



Mean and Median pay

A significant proportion of roles within Angling Direct align with National Living Wage levels, reflecting the operational structure of the business across retail and distribution.



The mean pay gap for 2025 is 11.1%, an increase from 6.5% in 2024. This increase is primarily driven by the continued underrepresentation of women in senior and higher-paid roles, alongside the organisation's structural workforce composition.

The mean calculation (commonly known as the average) is calculated when you add the basic pay of each gender and divide this figure by the number of employees in each group. The gap is the difference between mean male basic pay and mean female basic pay.

The median gender pay gap for 2025 is 6.22%, compared to -1.7% in 2024. This indicates that the midpoint of male pay is now higher than that of female pay. This shift reflects a broader distribution of female colleagues across pay levels (not concentrated in higher-paid head office roles as seen previously) and increased representation of women in lower and middle quartiles.

The median is the figure that falls in the middle of a range when all basic pay is arranged from highest to lowest. The gap is the difference between the employee in the middle of the range of males and the middle of the range of female's basic pay.

Bonus Pay

The mean bonus gender pay gap for 2025 is -14.1% and the median bonus gender pay gap is -8.17%, indicating that, on average and at the midpoint, bonus payments were higher for female colleagues during the reporting period.

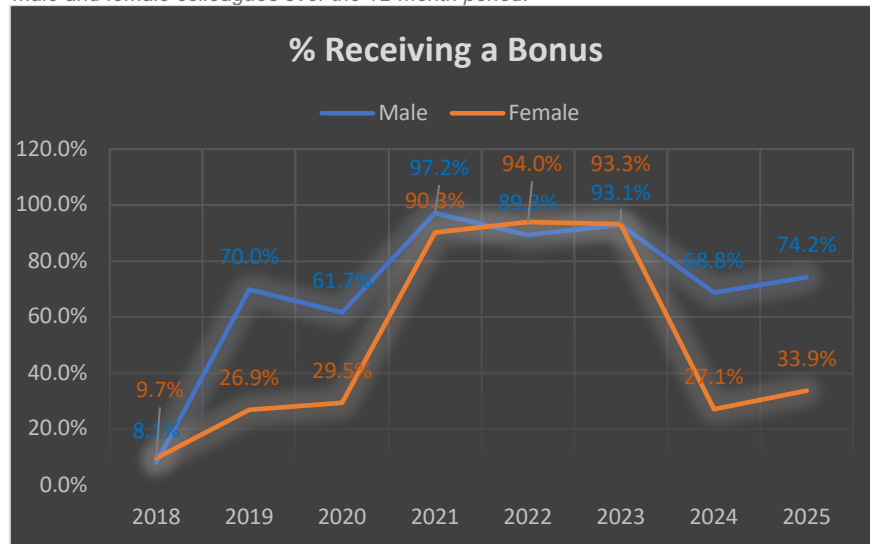
Although the mean and median bonus gap are in favour of women, this outcome reflects the distribution of bonus payments across the workforce. A smaller number of female colleagues received their bonuses overall, and a limited number of higher-value awards have a proportionally greater impact on the calculation.

The proportion of colleagues receiving a bonus during the 12-month period was:

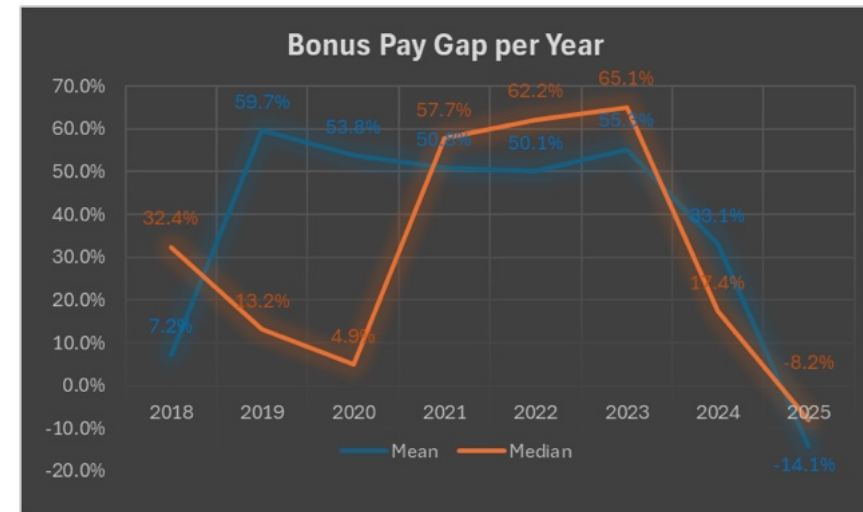
- 74% of men
- 33.9% of women

This differential reflects the structure of bonus eligibility across Angling Direct, which is closely linked to role type and seniority. A higher proportion of male colleagues are currently employed in roles where performance-related bonus schemes apply, contributing to the observed distribution.

The method for calculating bonus pay is to compare the mean and median bonus pay of male and female colleagues over the 12-month period.



While the bonus gap is currently in favour of women on a value basis, the participation gap remains significant and reflects broader workforce composition trends.



Pay Quartiles

The proportion of men and women across the four pay quartiles is as follows:

Quartile	Male	Female
Upper Quartile	91.40%	8.60%
Upper Middle Quartile	91.30%	8.70%
Lower Middle Quartile	81.20%	18.80%
Lower Quartile	88.60%	11.40%

Women remain underrepresented in the upper and upper-middle quartiles and are more highly represented in lower pay quartiles. This distribution continues to be the primary driver of the overall gender pay gap.

Improving female representation within progression pathways into senior and higher-paid roles remains a key priority.



Our Commitment and Actions

Angling Direct is committed to reducing the gender pay gap over time through targeted and sustainable action:

Our priorities include:

- Increasing female representation in senior roles through succession planning and targeted development programmes
- Reviewing hiring and promotion processes to improve gender balance in leadership pipelines
- Expanding access to flexible working to support attraction and retention of female talent
- Improving visibility of career pathways, across retail, logistics and head office roles
- Monitoring gender representation and pay outcomes annually at Executive level
- Reviewing Equality, Diversity and Inclusion policies annually to ensure continued alignment with best practice.

We will continue to review bonus structures and eligibility to ensure access across all roles as part of our wider commitment to reducing the gender pay gap. Progress against this, and all the above priorities will be reviewed annually at Executive level.

Declaration

We confirm that the information in this report is accurate and prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

Angling Direct plc.

The total number of employees employed on 5th April 2025 was 458.

12.9%
Female



59



87.1%
Male



399

The Mean Gender Pay Gap
The Median Gender Pay Gap

11.1%
6.22%



Angling Direct

Getting everyone fishing



For further information:
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