

**GENDER  
PAY GAP  
REPORT  
2024  
REPLY  
UK**

# Foreword

At Reply UK, we believe that diversity is the key to innovation and are committed to fostering an inclusive workplace where all our colleagues have equal opportunities to shine.

Transparency plays a critical role in this commitment, and we welcome the opportunity to share our gender pay gap report in accordance with UK legislation.


While the gender pay gap is influenced by a variety of internal and external factors, including historical gender imbalances in our industry, we are committed to drive meaningful change and take seriously our responsibility to ensure that all our colleagues can reach their full potential at Reply.

Every year, we will share what we are doing to reduce the gender pay gap and the strides we are making toward greater equity.

## Declaration

I hereby confirm that the gender pay gap calculations for Reply UK and Reply Limited are accurate and comply with the guidelines outlined in the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

David Otter,  
HR Director UK



# Introduction

Under the Equality Act 2010 (Gender Pay Gap Information) Regulations, all UK employers with 250 or more employees are legally required to report their gender pay gap data based on a snapshot date of 5 April each year.

On the snapshot date, Reply Limited was the only individual Reply UK entity meeting the headcount reporting requirements; however, in the interests of clarity and transparency, we have presented an aggregated figure for the entire Reply UK group, offering a more comprehensive view and allowing for meaningful year-on-year analysis. Pay gap statistics for Reply Limited can be found in the [Appendix](#).

By sharing this data, we aim to promote transparency, track our progress, and reaffirm our commitment to diversity, equity, and inclusion. We remain dedicated to creating a workplace where all employees, regardless of gender, are valued, supported, and rewarded fairly for their contributions.

# Reply UK Gender Pay Gap Results

Hourly pay difference between M & F employees		Pay Quartiles				Bonus payment difference between M & F employees		% of employees receiving a bonus	
Mean Pay Gap	Median Pay Gap	Lower	Lower Middle	Upper Middle	Upper	Mean Bonus Gap	Median Bonus Gap	Male	Female
19.4%	26.6%	M 56.2%	M 66.4%	M 76.5%	M 82.2%	26.4%	26.3%	59.6%	58.9%
		F 43.8%	F 33.6%	F 23.5%	F 17.8%				

## Appendix

Under the Gender Pay Gap reporting regulations, we are required to publish gender pay gap data for each Reply UK entity with 250 or more employees as of the snapshot date (5 April 2024). As of this date, only Reply Ltd met the headcount requirement for reporting. The data for Reply Ltd has been submitted to the UK Government in accordance with these regulations. In this report, we present an aggregated figure for the entirety of Reply UK, with the detailed data for Reply Limited provided below.

	Hourly pay difference between M & F employees		Pay Quartiles				Bonus payment difference between M & F employees		% of employees receiving a bonus	
	Mean Pay Gap	Median Pay Gap	Lower	Lower Middle	Upper Middle	Upper	Mean Bonus Gap	Median Bonus Gap	Male	Female
Reply UK*	19.4%	26.6%	M 56.2%	M 66.4%	M 76.5%	M 82.2%	26.4%	26.3%	59.6%	58.9%
			F 43.8%	F 33.6%	F 23.5%	F 17.8%				
Reply Limited	17.3%	28.7%	M 55.1%	M 71.7%	M 75.2%	M 83.0%	11.9%	10.2%	78.1%	69.6%
			F 44.9%	F 28.3%	F 24.8%	F 17.0%				

\* Reply UK: includes all legal entities and trading divisions

