



advania

Gender Pay Gap Statistics

April 2025

Report

Women continue to be underrepresented in the IT sector, and at Advania we are taking active steps to address this issue. Our organisation is committed to attracting, developing, and retaining outstanding female talent.

Our latest report reveals that the median pay gap as of April 25 was 9.3% which, whilst higher than the previous year, is still much lower than industry standard which is estimated at 17.5%. In prior two years, we had made notable progress in narrowing this gap, but this year's progress was impacted by integrations of 2 businesses into the Advania payroll, which set us slightly back. Now these businesses are under Advania control, we are confident and committed to continue to reduce the gap.

This year's results highlight our robust standing in comparison to industry standards, demonstrating that Advania remains dedicated to addressing pay disparities. We are particularly pleased with the significant reduction in the bonus pay gaps, both in the percentage and amounts of bonus pay. A detailed breakdown of these figures will be provided later in this report.



Reflecting on our commitments from the previous report, we accomplished the following:

- Continued our commitment on linking Female representation to senior leadership performance metrics which in turn link to bonus pay. Which has contributed to our healthy female ratios.
- Set and exceeded female recruitment targets of 30%, and continuous monitoring of equitable conversion rates at each stage.
- Continued investment into the Women Rising leadership programme with a further 20 participants sponsored through the programme in 2025.
- Increased awareness and adoption of our holiday buy scheme, supporting specifically those with carer responsibilities. We saw uptake on this benefit increase by 31% compared to 2024.
- Championed adoption to our Women in Advania and Menopause 'Prime Time' employee resource groups.
- Mandated Sexual Harassment training and policy adherence.
- Took proactive steps to encourage females to take up learning and development with over 50% of our female workforce completing non mandatory courses or professional certifications.
- Invested in a partnership with Henpecked to support awareness of Female health challenges.
- Partnered with Chelsea Football club and the Paul Cannonville foundation on an initiative to raise awareness of the Female lived experience.



Key statistics to reflect on this past year:



4.8%

As of April 2025, average pay gap rose by 4.8% in favour of men from the previous year.



9.3%

The median pay gap stands at 9.3%, meaning that for every £1 earned per hour by men, women earn 90.7p on average.



22.3%

The average bonus pay gap declined by 22.3%, from 55.2% in the previous year to 32.9%.



2.6%

Whilst the percentage of eligible female employees receiving bonuses grew by 2.6%, compared to a decrease of 0.2% for male employees.



2.3%

Female representation in the upper and mid quartiles rose by 0.2% and 2.8%, respectively, while the lower quartile saw a decline of 0.7%.



Year-on-year impact

| | 2025 | | 2024 | | Difference | |
|-----------------------|--------|---------|--------|---------|------------|---------|
| | Median | Average | Median | Average | Median | Average |
| Gender pay gap | 9.3% | 15.8% | 2.5% | 11.2% | 6.8% | 4.6% |
| Bonus pay gap | -14.3% | 32.9% | 0.0% | 55.2% | -14.3% | -22.3% |

The median bonus payment gap is 9.3%. Notably, the average Bonus Pay Gap remains in favour of men at 32.9%, down from 55.2% in 2024. This outcome reflects data collected per Gender Pay Gap Reporting legislation, encompassing only Full Pay Relevant Employees; within this dataset, men received bonus payments during the reporting period.

| | 2025 | | 2024 | | Difference | |
|---|-------|-------|-------|-------|------------|-------|
| | Women | Men | Women | Men | Women | Men |
| Relevant employees receiving a bonus | 31.5% | 32.3% | 28.9% | 32.5% | 2.6% | -0.2% |

This year, more female employees received bonuses compared to last year, with allocations for women increasing by 2.6% and those for men decreasing by 0.2%. This shift indicates progress towards a more equitable bonus distribution.

As we analyse data to better understand pay differences, we find that the gap in representation is still largely shaped by how many women and men there are at each business level, with the highest disparities seen in senior roles. While our recent efforts have shown encouraging progress, reaching gender balance throughout all departments and levels of seniority remains crucial to further closing the pay gap.



Year-on-year movement since the 2024 report

| | 2025 | | 2024 | | Difference | |
|--------------------------|------------|------------|------------|------------|------------|-----------|
| | Median | Average | Median | Average | Median | Average |
| | 139 | 429 | 114 | 403 | 25 | 26 |
| Upper quarter | 14.8% | 85.2% | 14.6% | 85.4% | 0.2% | -0.2% |
| Upper mid quarter | 28.2% | 71.8% | 25.4% | 74.6% | 2.8% | -2.8% |
| Lower mid quarter | 23.9% | 76.1% | 24.6% | 75.4% | -0.7% | 0.7% |
| Lower quarter | 31.0% | 69.0% | 24.6% | 75.4% | 6.4% | -6.4% |

The report from this year highlights that higher mobility and more women being hired or promoted across both upper and mid salary levels. Almost equal numbers of new employees have joined, with 25 women and 26 men starting. This ratio is also influenced by attrition rates, so whilst the hiring ratio has matched the headcount ratio at 30% the improvement in ratio is influenced by less Females leaving than Males, as a percentage of their workforce.

The median gender pays gap stands at 9.3%, mainly because there are more women working in lower and middle pay positions rather than at the highest level. Therefore, addressing “representation gaps” remains an important priority.

Our approach to closing the gender pay gap is to ensure women are equally represented in every segment of our pay distribution, beginning with both halves and then moving to each quarter. According to our most recent report, women comprise 31% of employees in the lowest pay quarter—an increase of 6.4% from our 2024 numbers. Although the rates of joining and leaving were equal, this shift temporarily widened the gap. Over time, as more women advance, the expectation is that the gap will gradually narrow once again.



Continuous improvement plan

We will continue our efforts to attract and retain senior female employees and boost representation in underrepresented areas like Sales and IT support, including variable pay components. Upward career mobility will be promoted through proactive initiatives designed to advance female talent.

New key initiatives

- **Inclusive company culture:**
We hope to launch a salary sacrifice workplace nursery scheme from day one to attract and retain talent, providing both support and encouragement to both female employees and female talent as they transition back to full-time work.
- **Flexible work arrangements:**
We continue to allow working from home and flexibility around managing work location to support employees in balancing their professional responsibilities with family obligations.
- **Career development opportunities:**
We have established, and will continue to enhance, transparent pathways for advancement, mentorship programs, and comprehensive professional development support.
- **Competitive compensation and benefits:**
We will ensure that our bonus and commission structures, as well as parental leave and pay, are competitive within the market and that we maintain robust calibration exercises to mitigate against any potential pay allocation bias.
- **Commitment to fostering inclusion:**
We will actively seek additional opportunities to enhance our family-friendly policies and creating a sense of belonging in the workplace.
- **Strengthening communication:**
We will create a connection between the Women's Network and the Senior Leadership Team (SLT) to ensure that female voices are represented in decision-making processes.



Continuing previous commitment/initiatives

- **Senior stakeholder accountability:**
We are committed to improving on our Senior leadership ratios for 2026.
- **Early talent programmes:**
We will continue our investment in the Early Talent programmes in 2026, aiming for over 60% female representation.
- **Aspirational actions in recruitment:**
 - We will continue to build on our sourcing strategies specifically aimed at attracting female talent through focused acquisition campaigns.
 - We will continue to assess our conversion rates at each stage to ensure an equitable experience and implement adjustments wherever we observe female talent dropping out of the pipeline.
 - We will continue to challenge each role regarding opportunities for flexibility to reach a broader talent pool, showcasing examples of how flexible working options can effectively support our business.
- **Upward mobility:**
We will keep investing in the Women Rising Talent program, providing our female talent with the tools necessary to advance within the industry.
- **Driving inclusion in the workplace:**
 - We will continue our 'Let's Talk' series, addressing challenging topics head-on to strengthen our inclusion strategy.
 - We will continue to support leadership and all hiring managers in understanding female biases, how they manifest in the workplace, and how to build allyship to ensure a female-friendly environment.
 - We will continue to celebrate our remarkable female talent through various campaigns, such as International Women's Day, fostering a true sense of belonging.
 - We have updated several policies to align with the evolving employment legislation in 2025, providing enhanced protection and support for our staff regarding issues such as sexual harassment, and we will continue to uphold this commitment.



We strive to reduce disparities by enhancing representation and making sure equivalent roles are paid equally.

By leveraging our strong tools, effective processes, sound governance, and committed leadership, we believe these actions will keep us moving forward in achieving our vision of gender equality.

Yours sincerely

**Thea Fineren
Chief People Officer**

Advania UK Ltd



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