



Vitacress Herbs Limited

Pay Gap Reporting 2024

Introduction

The Vitacress Herbs team has one goal: to provide the freshest, tastiest, healthiest and most exciting produce throughout the year.

We are proud to be one of the leading suppliers of cut and pot herbs in the United Kingdom. A trusted partner, for our customers, consumers and our people.

Together, we are working to close our pay gap. Creating an environment in which our colleagues feel they can be their authentic selves and realise their full potential, no matter their starting point.

During this pay gap reporting period, we made progress in reducing our median gender pay gap from 8.3% to 5.9%.

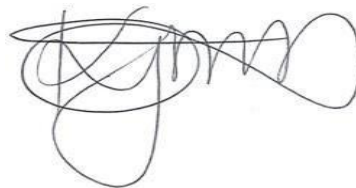
Median bonus paid to males and females is at parity and there is a minimal difference in the proportion of females and males receiving a bonus.

That said, we still have a mean gender pay gap of 12.3%, up from 11.8% last year. While this is lower than the UK national average of 13.2%, we recognise there is more we can do to understand the drivers of our gender pay gap and strengthen our positive action. Enabling us to not only close the gap, but to achieve gender balance and pay equity over the long term.

We confirm the data in this report to be accurate and to comply with the Gender Pay Gap reporting regulations.



David Walmsley
Managing Director, Vitacress Herbs



Kerry Mather
Head of Human Resources, UK

2024 Gender Pay Gap

The gender pay gap measures the difference between the average hourly earnings (excluding overtime) of all female and male colleagues, irrespective of their role or seniority. It is distinct from equal pay, which is about ensuring that females and males are paid the same for carrying out work of equal value.

This Gender Pay Gap disclosure is at the snapshot date 5th April 2024. At this time Vitacress Herbs Limited had 329 colleagues: 165 female and 164 male (50:50). 313 colleagues were included in the pay gap analysis (157 females and 156 males).

Our Results

Pay Gap & Bonus Achievement	Female	Male	Percentage %	2023
Mean Pay Gap	£13.06	£14.89	12.3%	11.8%
Median Pay Gap	£11.84	£12.58	5.9%	8.3%
Mean Bonus Pay Gap	£174.92	£364.90	52.1%	44.4%
Median Bonus Pay Gap	£73.63	£73.63	0.0%	0.0%
Bonus Achievement	89.7%	90.2%	0.6%	-1.9%

Quartiles	Headcount (Bonus Only Excluded)			Percentage %	
	Total	Female	Male	Female	Male
Lower	79	57	22	72%	28%
Lower Middle	78	43	35	55%	45%
Upper Middle	78	32	46	41%	59%
Upper	78	25	53	32%	68%

For 2024, a median gender pay gap of 5.9% means females earn 94p for every £1 males earn when comparing median hourly wages.

The 2024 Vitacress Herbs median gender pay gap remains lower than the 2023 UK national median of 14.3% which shows that females earn 86p for every £1 males earn.

The Vitacress mean pay gap remains lower than the UK national mean gap at 13.2%



Our Positive Action Plan

We are committed to building an inclusive culture, diagnosing drivers of our pay gap and taking positive action to close the gap.

Inclusive Hiring

The introduction of an in-house Talent Acquisition (TA) function in 2023, and implementation of standardised hiring processes and systems throughout 2024, has enabled collation of data that we can now use to scrutinise our attraction, recruitment and selection practices.

The TA function is also driving upskilling of hiring managers to ensure objectivity in hiring decisions. Our 'Licence to Hire' training programme will be rolling out to all hiring managers in 2025 and will provide the foundation for regular refreshers thereafter.

Our shared ambition is that we use every hiring moment as an opportunity to improve gender balance, particularly in the upper and lower quartiles.

With a full year of data available in 2025, we also create the opportunity to set specific targets for how we will use our internal and external hiring processes to close our gender pay gap.

Objective Performance Assessment

In 2024, we refreshed our approach to performance conversations; heightening focus on growth mindset, alignment of objectives to company strategic goals, and a holistic view of personal accountability.

This approach is designed to facilitate evidence-based assessment of overall rating of performance that will be calibrated and used to inform the annual salary review in 2025. We have also upskilled our people managers and introduced new system functionality that facilitates continuous feedback and instant recognition.

Our shared ambition is to increase objectivity, consistency and transparency of performance assessment and pay decisions; generating reliable data and insight that we can use to diagnose drivers of our gender pay gap and set targets to accelerate progress.

Transparent Reward

The introduction of Korn Ferry job evaluation methodology and dynamic reward database in 2024, is enabling us to establish structured job levels and salary ranges; reset our remuneration policies and processes; and analyse our market competitiveness and internal equity.

Our shared ambition is to use this framework throughout 2025 to educate line managers and hold them accountable for making fair, consistent and evidence-based reward decisions.

This data-driven, transparent reward practice, improves our ability to accurately diagnose drivers of our gender pay gap and pin-point the positive actions we can take to close it.

