

Σntain

United Kingdom

gender pay gap report

2023

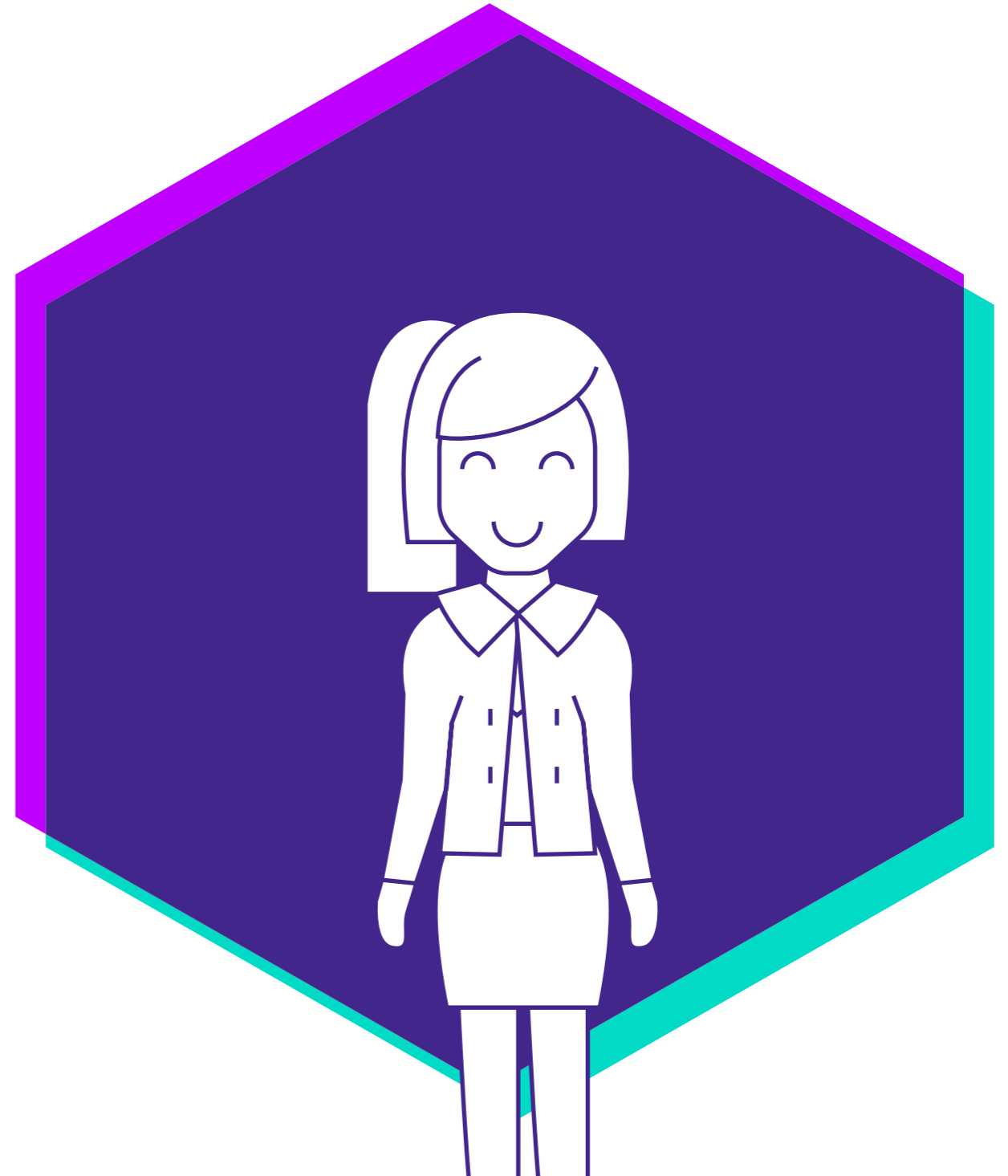


Why diversity and inclusion is important to us

Entain is a leading player in the global betting and gaming sector, and we see sustainability as a key enabler of our business strategy. We believe that diversity, equity and inclusion (“DE&I”) are essential to the success of our business.

Our goal is to attract, engage and retain the best talent globally, bringing the best thinking to our business from inside and outside of our sector. Our ambition is to make sure everyone at Entain feels valued, respected and included. Inclusion is embedded in everything we do because we know when we feel respected and heard, we do our best work.

 We believe that diversity, equity and inclusion are essential to the success of our business.”



Welcome to our 2023 UK Gender Pay Gap Report

The key to our success is delivering the most entertaining products and services to our customers, and we believe that creating a diverse and inclusive workplace is an essential part of that.

We are proud to attract and support talented women in an industry that has traditionally been male-dominated. However, we know that females are still underrepresented in some senior roles at Entain. Measuring the gender pay gap that results from this imbalance is important for us to understand what we can do to improve representation over time.

In 2023, our mean hourly pay gap showed signs of improvement, dropping from 16.9% to 15.9%. Our median hourly pay gap, however, slightly increased from 3.2% in 2022 to 4.0%. Encouragingly, it still follows a long-term downward trend from 7.1% in 2020 and remains well below the UK national average of 14.3% for full-time and part-time employees¹.

These figures show that progress is possible, but also that it needs to come faster. We are doubling down our efforts with new policies and innovative programmes to create a workplace where women can thrive.

In 2023, we launched our first-ever Global Menopause Policy to help break the silence around this important aspect of women's health. We also partnered with the McLaren F1 team on an award-winning Returnship programme to support women in resuming their tech careers. Women are more likely to take a career break and to face stigma for it, and it is our responsibility to help them successfully transition back into work.

In this report, you will read more about the actions we have taken to narrow and eventually close our pay gap. We know these changes will take time – for Entain and for society more widely. But we are fully committed to playing our role and working with our industry to make work better for everyone.

Melanie Tansey
Chief People Officer

 We are proud to attract and support talented women in an industry that has traditionally been male-dominated.”

¹ Office for National Statistics. [Available here.](#)



4.0%

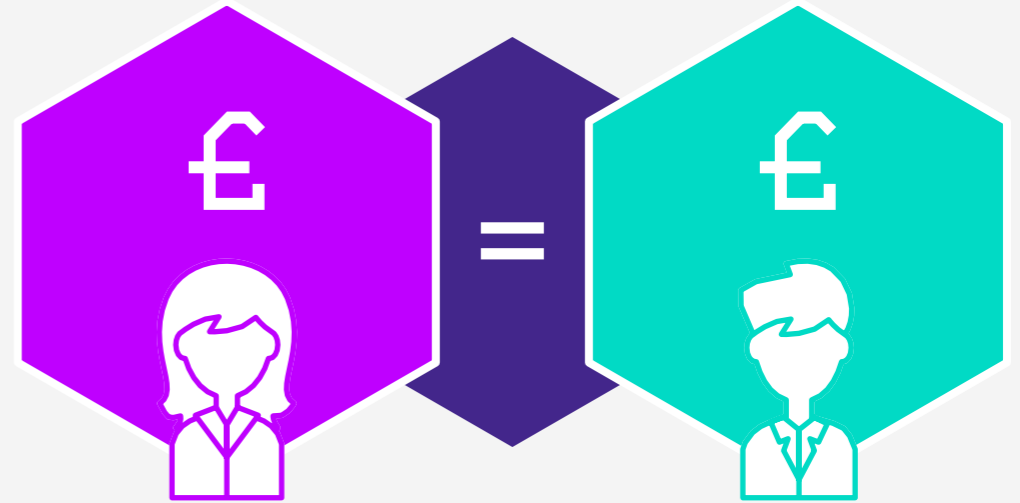
Our median hourly pay gap

The difference between Gender Pay Gap and Equal Pay

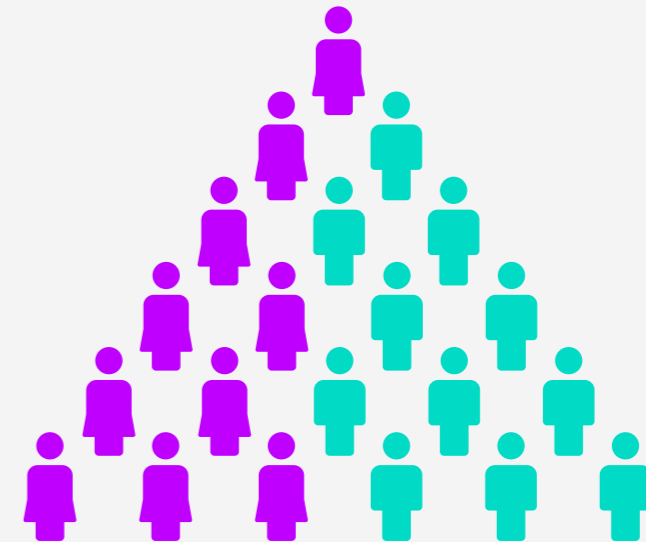
The gender pay gap is different from the issue of equal pay, which is governed in the UK by the Equality Act 2010. A gender pay gap shows the difference between the average earnings of men and women over a period of time, irrespective of their role or seniority, whereas unequal pay explains the pay differences between two individuals or a group of workers carrying out the same or comparable work.

Unequal pay – paying women less because of their gender – is unlawful. The gender pay gap is a measure of economic inequality for women in today's labour market. A gender pay gap can be driven by several factors including a lack of women in highly paid leadership roles and an overrepresentation of women in lower-paid and part-time positions.

Equal Pay



Gender Pay Gap*

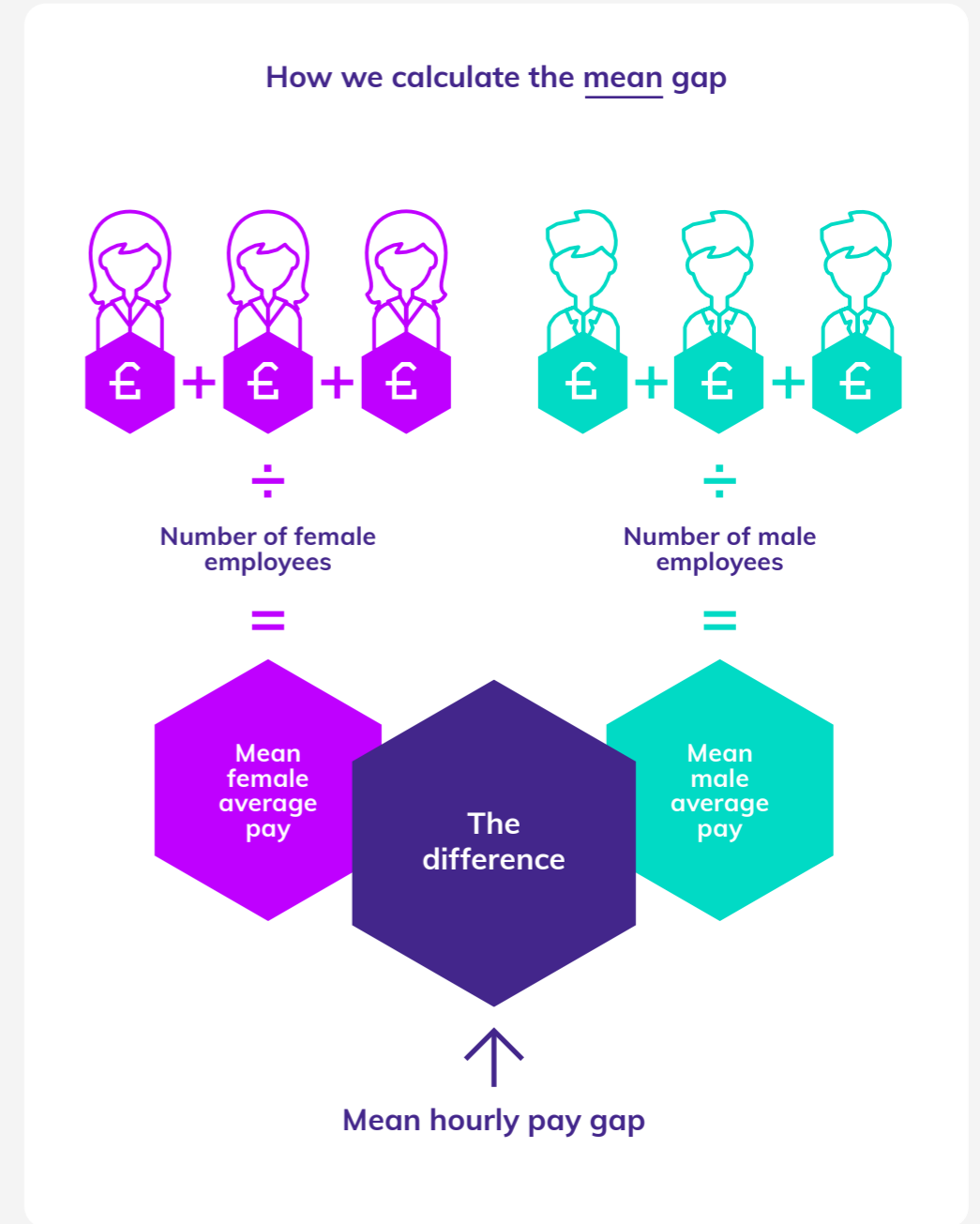
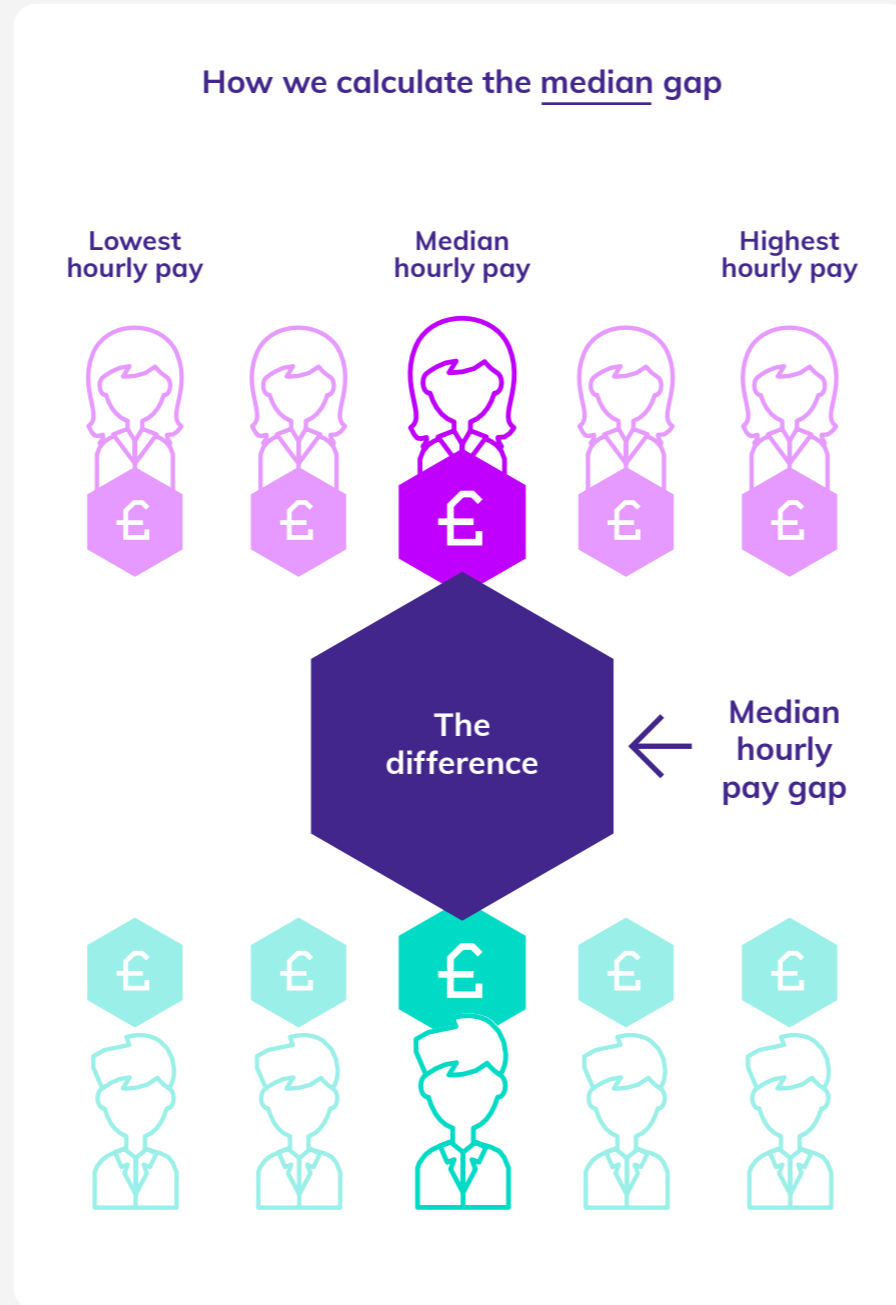


* For representation purposes only.

How we calculate the Gender Pay Gap

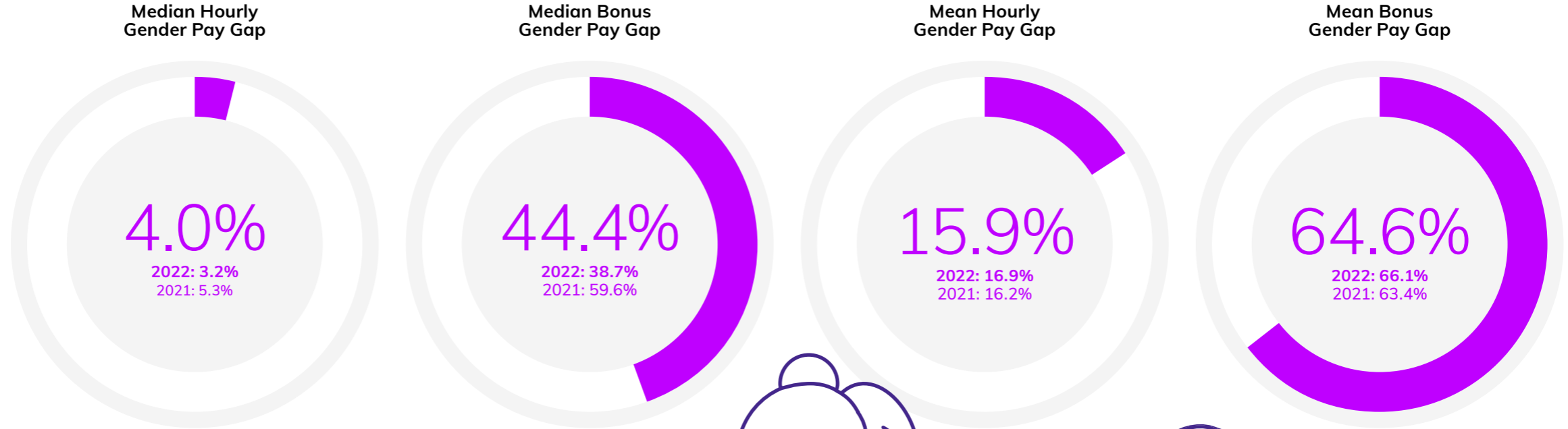
Imagine all our female colleagues standing in a line in order of hourly rate of pay and imagine all our male colleagues doing the same. The median gender pay gap is the difference in pay between the female in the middle of their line and the male in the middle of their line.

The “mean” is often called the “average” in everyday language. To calculate the mean gender pay gap, firstly we add up all the hourly pay rates for our female colleagues and divide by the number of female colleagues to find their mean hourly rate of pay. We then do the same for male colleagues and the mean gender pay gap is the percentage difference between the two figures.



The figures

The 2023 gender pay gap figures for Entain in the United Kingdom² are:



“Our goal is to attract, engage and retain the best talent globally, bringing the best thinking to our business from inside and outside of our sector.”

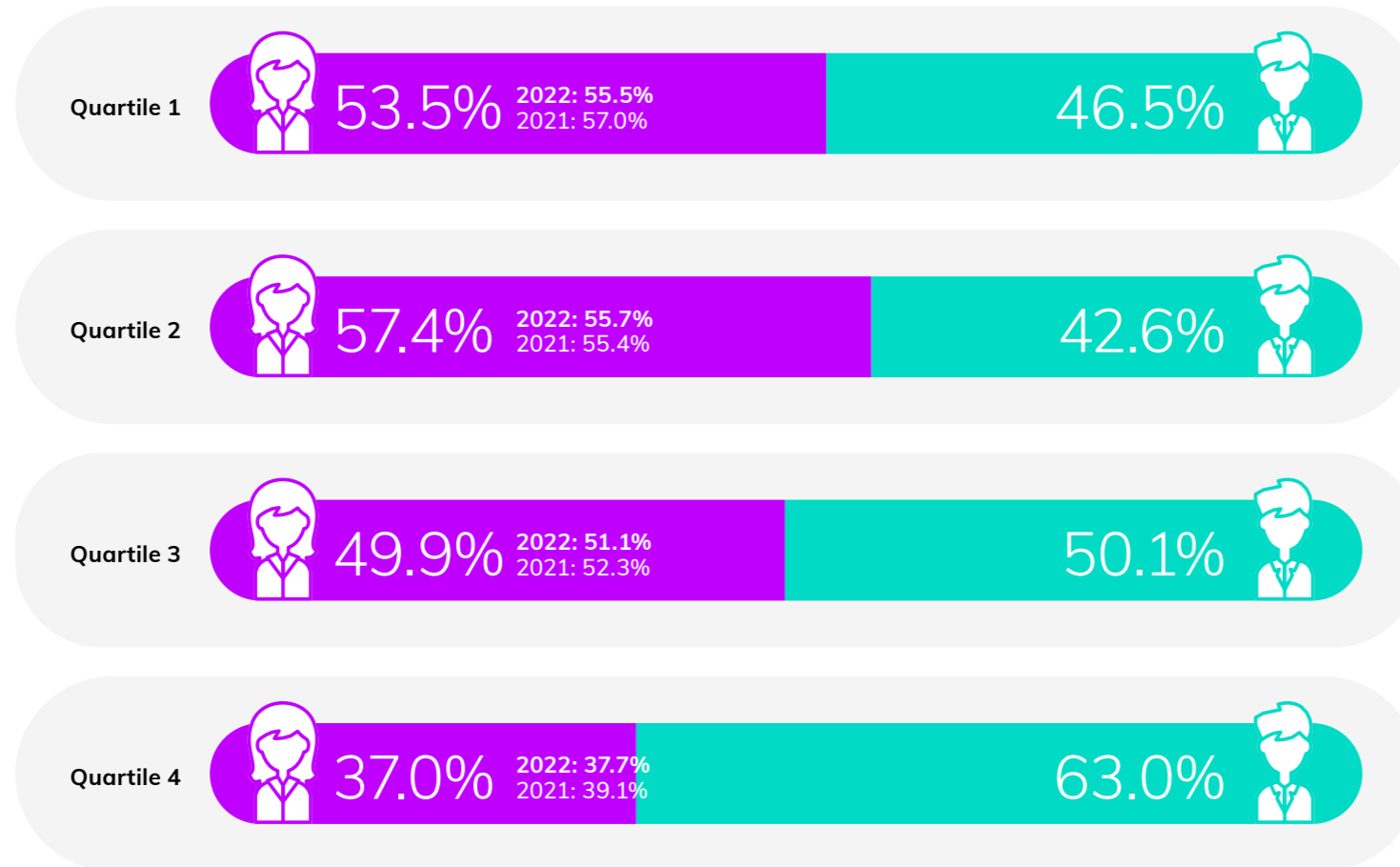
² Figures cover all Entain employing entities in the UK.



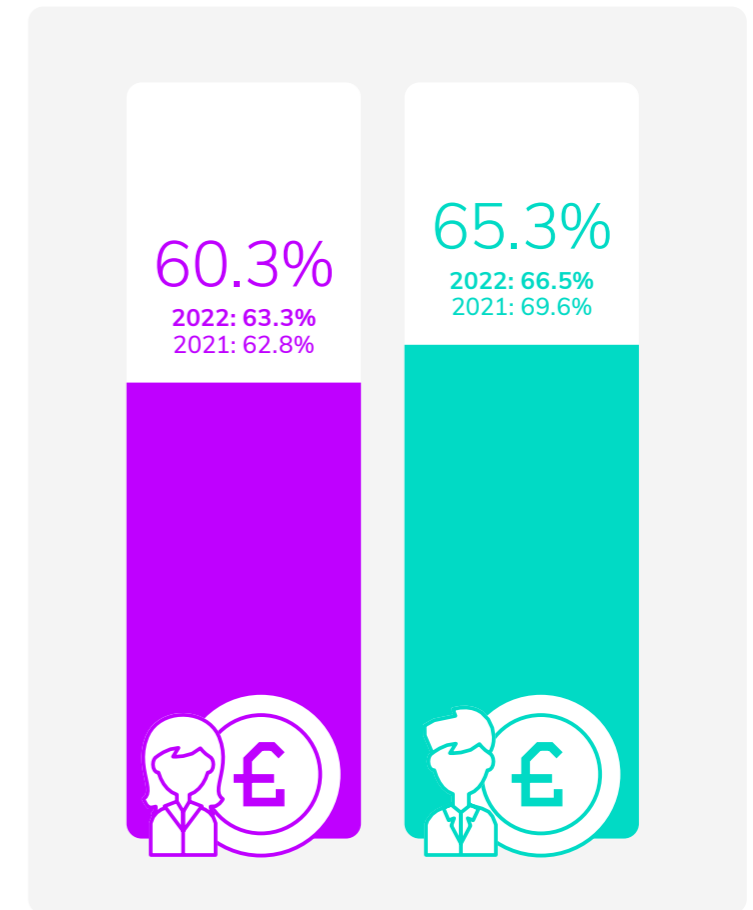
The figures

The 2023 gender pay gap figures for Entain in the United Kingdom³ are:

Proportion of female employees in each quartile



Proportion of employees receiving a bonus



³ Figures cover all Entain employing entities in the UK.

Some of our actions to close the gap

In 2023, our mean hourly pay gap decreased from 16.9% to 15.9%. Our median hourly pay gap slightly increased from 3.2% in 2022 to 4.0%. However, this remains well below the UK national gender pay gap of 14.3% for all employees (full and part-time)⁴.

A contributing factor to our pay gap is bonus payments, with our mean bonus pay gap being 64.6%. This is due to a smaller proportion of females in non-retail roles which offer higher bonus opportunities. Women represent 31% of our non-retail workforce against 52% of our retail colleagues. This gap is also caused by a higher proportion of men in our most senior and highest paid roles, with 63% of males against 37% of females in our upper quartile.

We recognise that our biggest opportunity to close the pay gap is to appoint, promote and retain women in the most senior roles. We also need to focus on our product and technology function, where women are still underrepresented. Here are some of the initiatives we have already implemented:

Women@Entain

We understand the importance of employee networks in providing a safe space for colleagues with a shared identity or experience. This is why we launched Women@Entain to help female colleagues connect, support and inspire each other. Women@Entain now counts over 1,500 members and allies across the globe, and we encourage all our people to get involved in this growing community.

Menopause Matters

On International Women's Day 2023, we launched our first-ever global menopause policy. Our ambition was to create a culture of awareness around menopause-related issues and normalise talking about the symptoms. We also wanted all our managers to understand and support the small changes to working environments that would allow everyone to thrive in their careers, no matter where they are in life.

The policy came along with a global awareness campaign and support for managers in having conversations around the issue. On World Menopause Day we organised a virtual workshop to empower our female team members with the tools to manage their menopausal symptoms and thrive in the workplace. We also launched a Menopause Hub, a virtual space with information, resources and bite-size training for those going through the menopause journey and for managers and teammates wanting information on how to support them best. Additionally, we also host quarterly Menopause Cafés to create a space for women across all seniority levels to learn about menopause and discuss their experiences.



⁴ Office for National Statistics. [Available here.](#)

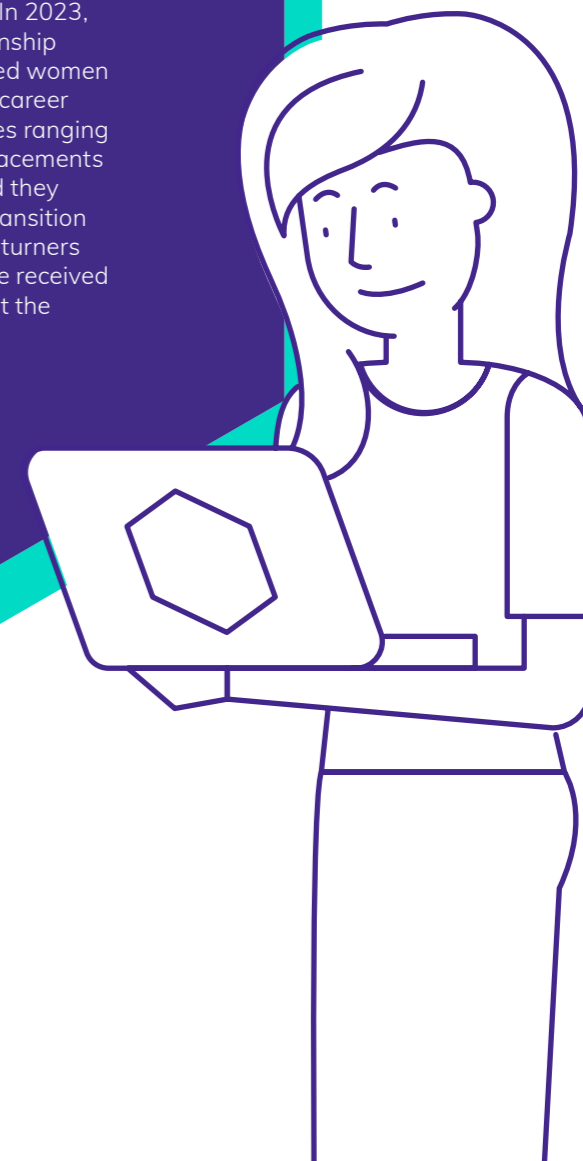
Some of our actions to close the gap ...

Workplace of Tomorrow Mental Health

Training plays an important role in building an inclusive and supportive workplace for women and all Entain colleagues. Our Workplace of Tomorrow programme gives our managers the skills to support the wellbeing of their teams and create a culture of trust and psychological safety. It includes eLearning and a manager guide which serves as a one-stop shop for everything wellbeing. The programme gives managers confidence in handling any sensitive or personal conversations, including on women-related issues such as menopause. In 2023, 94% of Entain managers completed the course with 74% of them taking action with their team as a result (e.g. proactively discussing wellbeing in one-to-one meetings, or spotting signs of burnout in themselves or colleagues).

McLaren Returnship Program

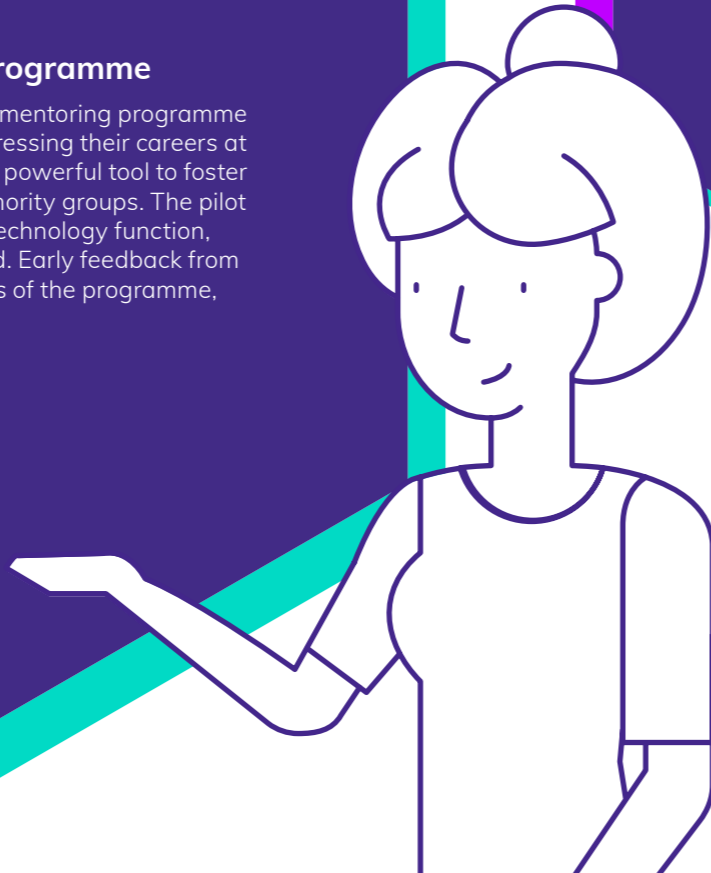
Women are more likely to take a career break, often due to their caregiving responsibilities. Supporting them in returning to work is essential to address the gender pay gap. In 2023, we partnered with the McLaren F1 team on a Returnship programme, providing unique opportunities for skilled women to resume their STEM careers. Over six months, ten career returners worked at both Entain and McLaren in roles ranging from Data Analysts to Software Developers. The placements were tailored to their experience and ambitions, and they received extensive support to ensure a successful transition back into work. At the end of the returnship, most returners secured a role at Entain or McLaren. The programme received two accolades, including the Innovator of the Year at the Women in Gaming Diversity Awards.



Some of our actions to close the gap ...

Women@Entain Mentoring Programme


In 2023, we launched the pilot for a new mentoring programme to support our female colleagues in progressing their careers at Entain. We recognise that mentoring is a powerful tool to foster diversity and break down barriers for minority groups. The pilot focuses on colleagues in our Product & Technology function, where women are still under-represented. Early feedback from participants showed the positive benefits of the programme, which has now been extended in 2024.



Global Gaming Women

We are proud to partner with Global Gaming Women ("GGW"), whose mission is to support, inspire and influence the development of women in our industry. A member of our senior leadership represents Entain on the GGW Board, and they are a key strategic partner in providing learning and support for women at Entain. This includes delivering global workshops for our future female leaders and bringing external thinking and ideas to our women to help them shape and grow their careers.

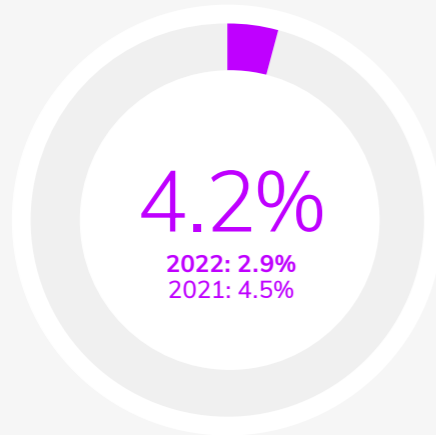


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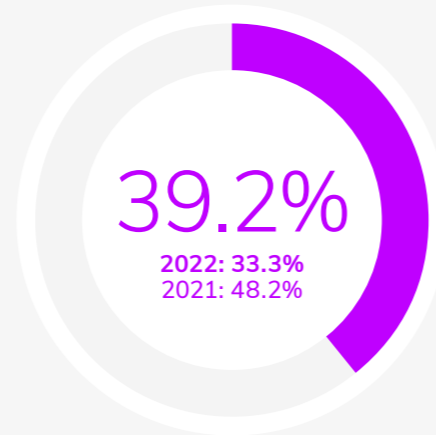
Additional figures

Official reporting for Ladbrokes Betting & Gaming Ltd⁵

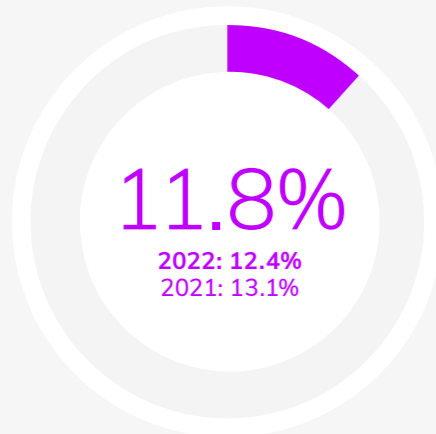
Median Hourly Gender Pay Gap



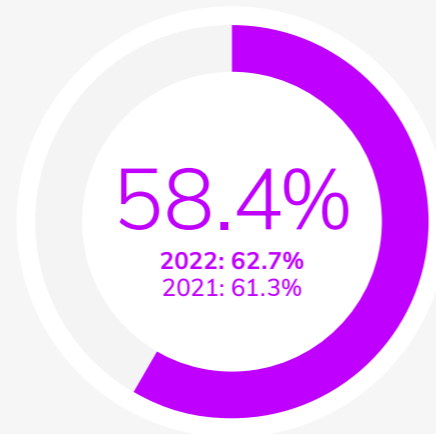
Median Bonus Gender Pay Gap



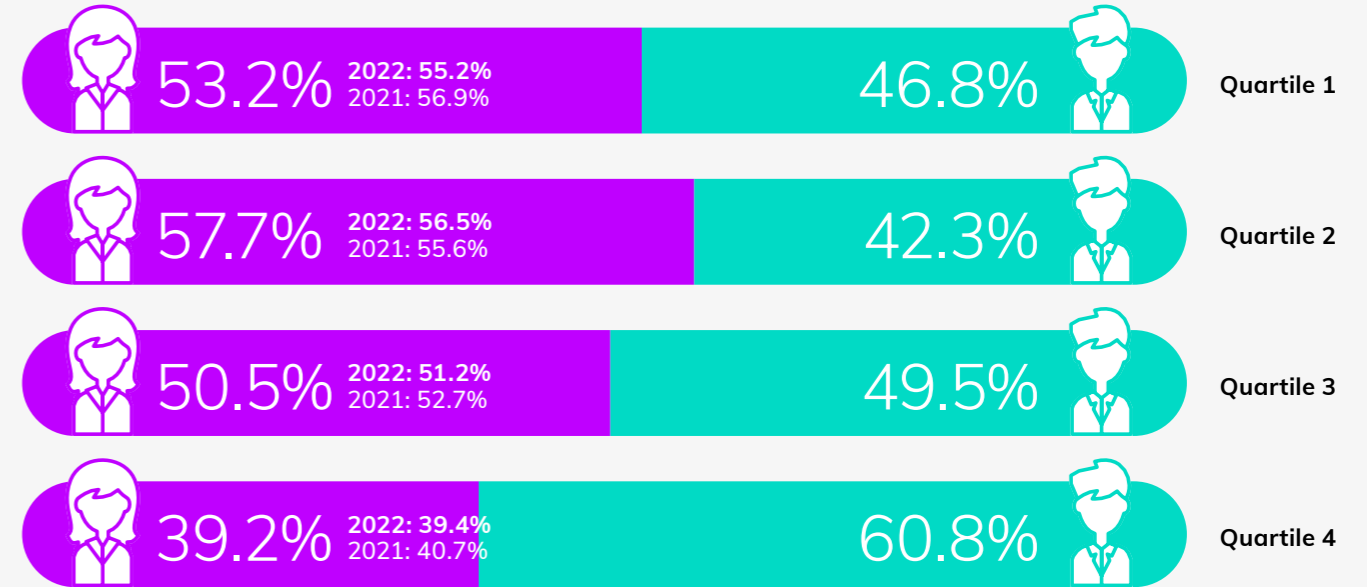
Mean Hourly Gender Pay Gap



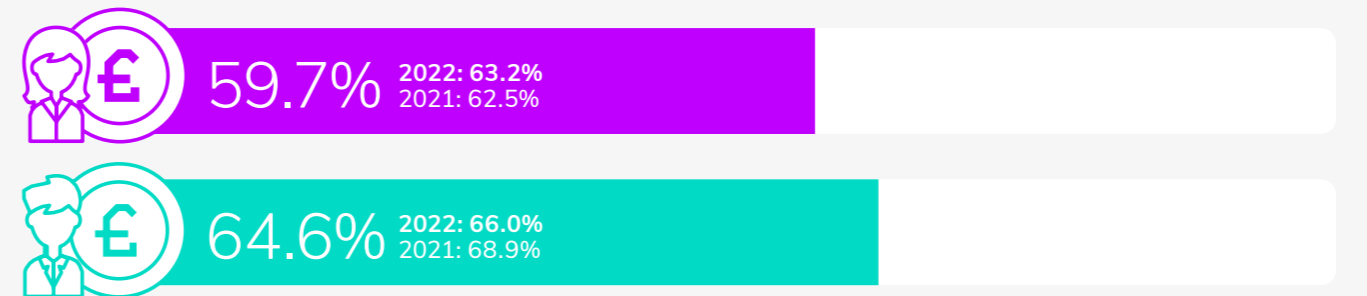
Mean Bonus Gender Pay Gap



Proportion of female employees in each quartile



Proportion of employees receiving a bonus

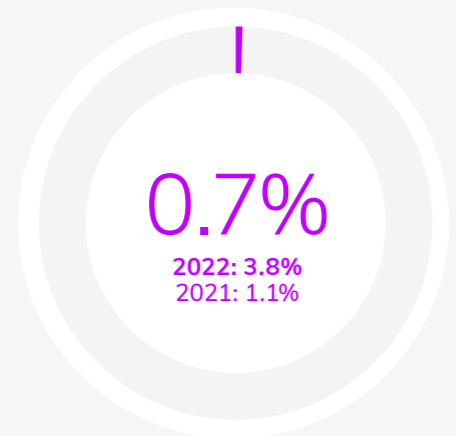


⁵ Entity employing over 250 people.

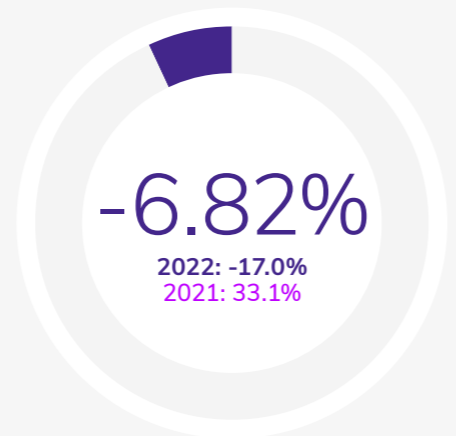
Additional figures

Official reporting for Entain Marketing (UK) Ltd⁶

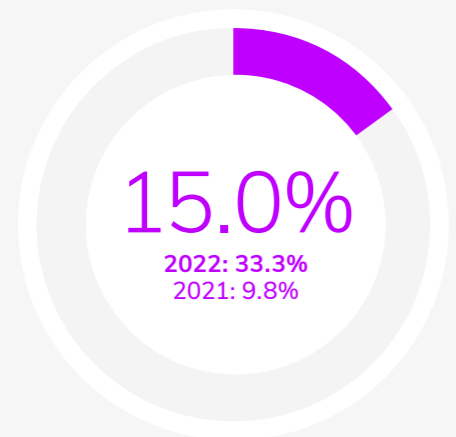
Median Hourly Gender Pay Gap



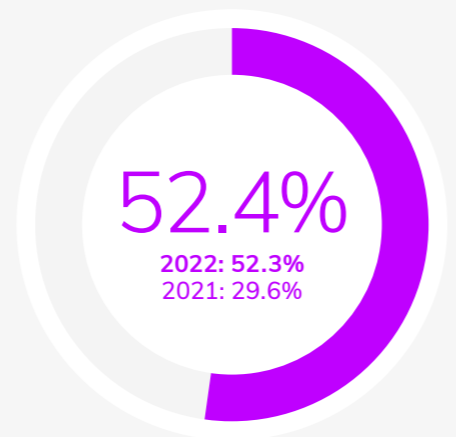
Median Bonus Gender Pay Gap



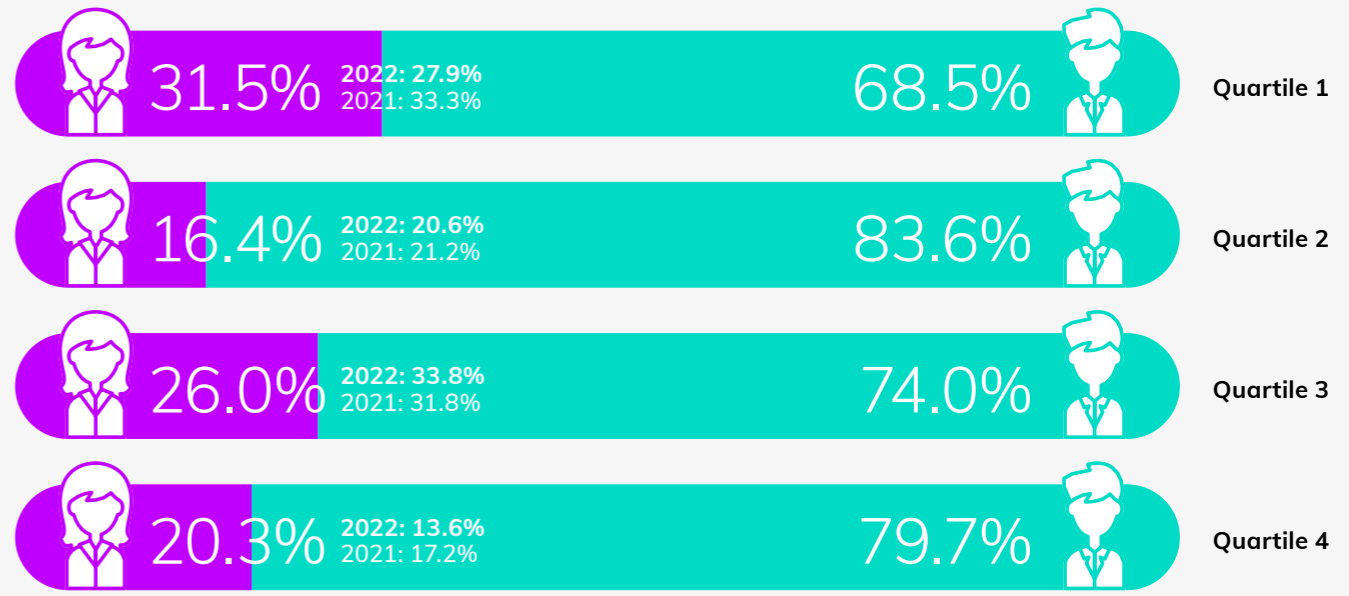
Mean Hourly Gender Pay Gap



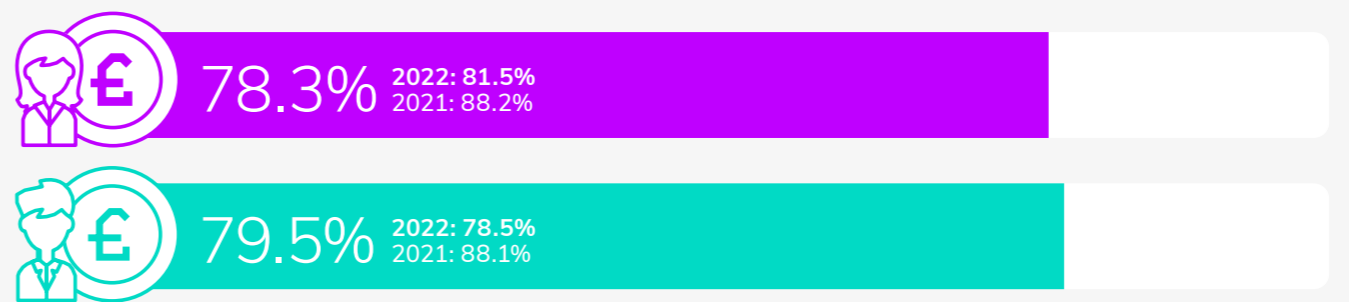
Mean Bonus Gender Pay Gap



Proportion of female employees in each quartile



Proportion of employees receiving a bonus



⁶ Entity employing over 250 people.

Entain plc

Incorporated in the
Isle of Man under
number 4685V