



GENDER PAY GAP REPORT

2025

H&M HENNES & MAURITZ IRELAND
LIMITED



Gender Pay Gap Report 2025

About our gender pay report

This report represents H&M Ireland's fourth Gender Pay Gap analysis, covering the period from 1 July 2024 to 30 June 2025. It provides an overview of the average pay differences between women and men across our organisation.

The gender pay gap measures the difference between the average pay of all women and all men within H&M Ireland, across all roles. This figure is expressed as a percentage of men's earnings; for example, women earn x% less than men. A negative percentage indicates that women earn more than men. It is important to note that the gender pay gap does not assess individual pay fairness. Rather, it reflects how roles are distributed between genders and whether women are proportionately represented at senior levels.

All brands within the H&M Group* operating in Ireland are included in this calculation. Our findings have been prepared in line with applicable legislation, regulations, and guidance, using all pay data regardless of role or pay rate. In line with the Gender Pay Gap Information Act 2021, our data tables and statutory calculations use the terms "male" and "female," reflecting legal definitions. In narrative sections, we use "men" and "women" for clarity and readability. We acknowledge that gender is not binary and remain committed to fostering an inclusive workplace for all colleagues.

During the reporting period, 529 colleagues were included in the analysis. Reflecting the flexible nature of retail roles, a significant proportion of our workforce—43.9%—had less than 52 weeks of employment during the period. For these colleagues, pay was calculated based on actual weeks worked to ensure accuracy.

Our pay profile is influenced by the fact that, like many employers within the retail sector, H&M Ireland's colleague population is predominantly female. At the snapshot date, our workforce comprised 80.2% women and 19.8% men.

We are committed to transparency and progress. This report reflects our determination to address inequalities and foster a workplace where every individual, regardless of gender, has the opportunity to thrive and succeed.

**Our brands:*

H&M / H&M Home / COS / &Other Stories / Arket / Weekday / Cheap Monday / Monki

At a glance: H&M Ireland pay gap report 2025

Our 2025 gender pay gap analysis shows that the mean gap was -2.6%, in favour of female colleagues while the median gap was 2.9% in favour of male colleagues. Taken together, these figures indicate that pay differences within H&M Ireland are relatively small and are influenced by role distribution rather than structural bias. Our results reflect the mix of roles and levels across our teams.



*as at the snapshot date 30/06/2025

Gender representation continues to be a defining feature of our organisation. Women are the majority across all contract types, and this trend extends to leadership positions, where **89% of senior roles are held by women**. This strong presence at the top reinforces our commitment to supporting career development and growth for all colleagues.

Our results for 2025 align with H&M's core values of believing in people, fostering teamwork, and driving constant improvement, which guide how we create an inclusive and fair workplace.

Our Workforce

Our workforce is split into three distinct groups: sales-level, management (stores) and management (offices).

Sales-level group

72.8% of our workforce are bi-weekly paid, with a mean gender pay gap of -3.4% in favour of female colleagues. The gender pay gap in this group is due to more women working in the highest-paid location and age bands:

- 94.5% of this group are Sales Advisors, who receive equal pay within tiered ranges based on store location and age.
- If a male and female Sales Advisor share the same location and age, they earn the same hourly rate.
- Other bi-weekly paid colleagues also receive equal pay within location-based tiers.
- Location bands reflect cost of living, so the highest rates apply to stores around the capital.

Management group

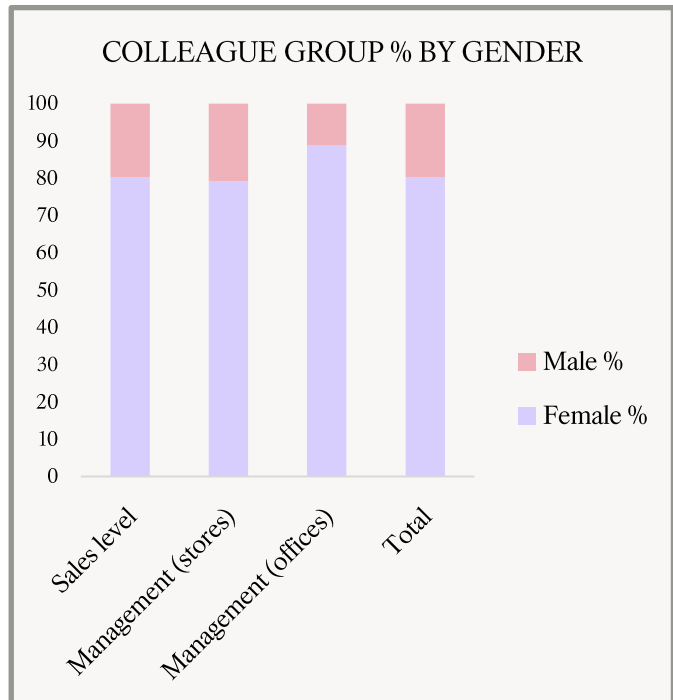
Management colleagues within our stores and offices are paid according to our internal pay bands, ensuring fair and consistent salaries to colleagues who perform roles at the same position level across the business. The gender pay gap in this group exists because a higher proportion of senior positions are held by colleagues of one gender, which increases the average pay for that group.

Stores

- 25.5% of workforce
- Roles: Department Managers, Visual Merchandisers, Store Managers
- Gender pay gap: 3.5% in favour of male colleagues
- Male representation: 20.8% (higher than company average)

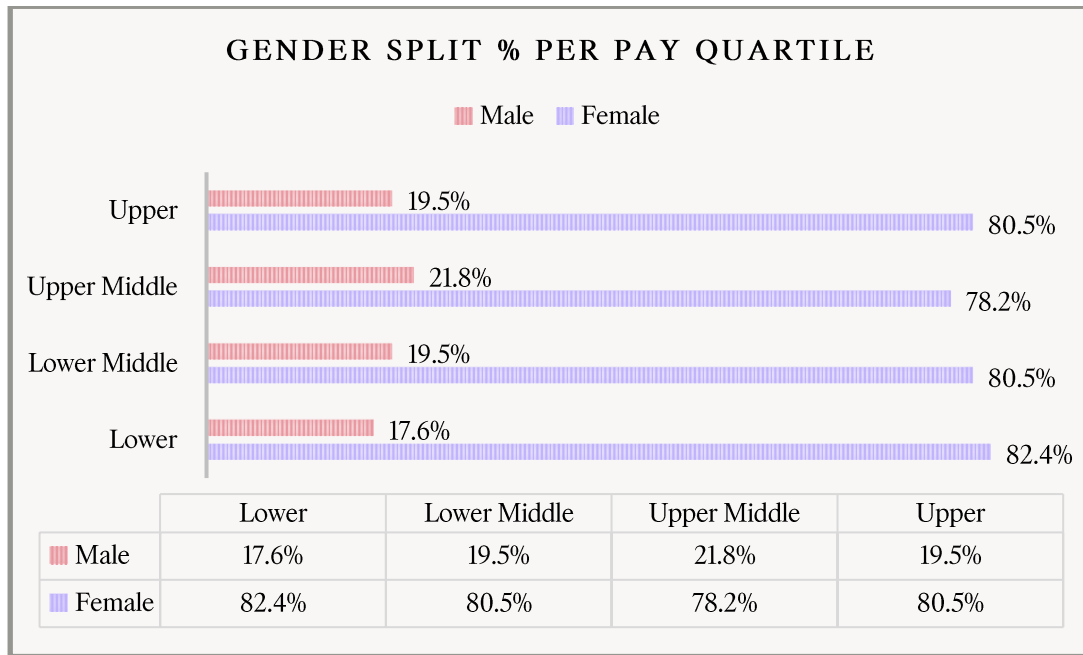
Office

1.7% of the workforce are the monthly paid area office senior management group, where 89% of the colleagues are women. Within this group there is a mean gender pay gap of -60.3% in favour of female colleagues. We attribute this to the fact that our most senior colleagues are women.



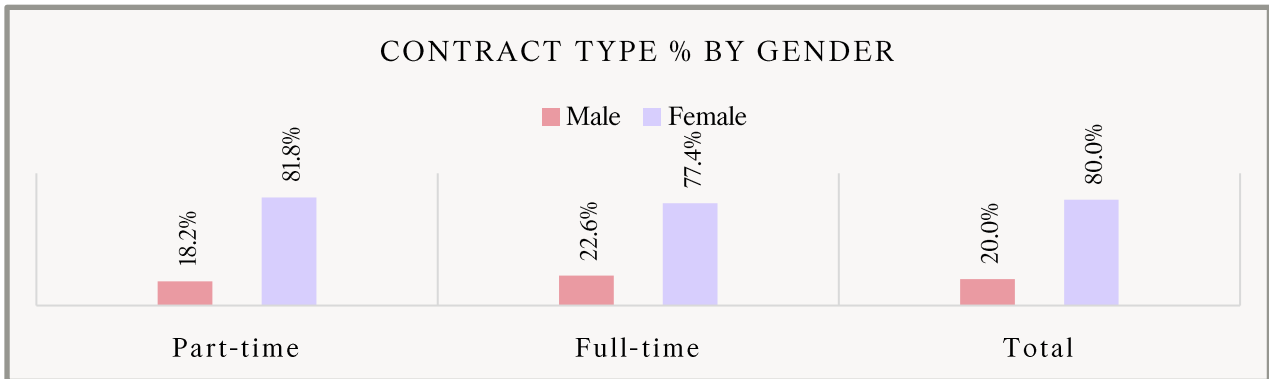
Pay quartiles

This chart shows our colleagues split into four equal quartiles based on hourly pay, with the top quartile representing the highest-paid 25% and the lower quartile the lowest-paid 25%. The figures indicate the gender balance within each quartile.

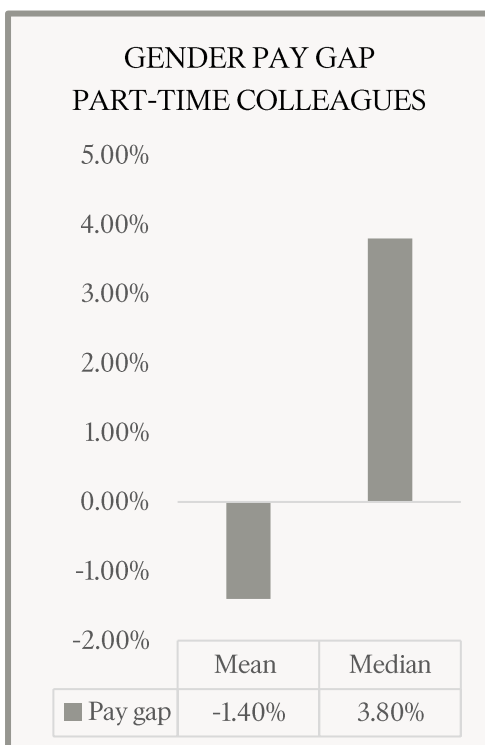


The analysis shows that we consistently have a higher proportion of women than men across all pay quartiles. We believe this consistency encourages our teams to see opportunity to grow and develop within the H&M Group.

Part-time colleagues



At H&M Ireland, colleagues working less than 35 hours per week are considered part-time. Within our part-time colleague population of 329 colleagues, 81.8% of colleagues are women and 18.2% are men.



Within the part-time colleague group, we see a mean gender pay gap of -1.4%, in favour of female colleagues. However, the median measurement shows a +3.8% gender pay gap in favour of male colleagues.

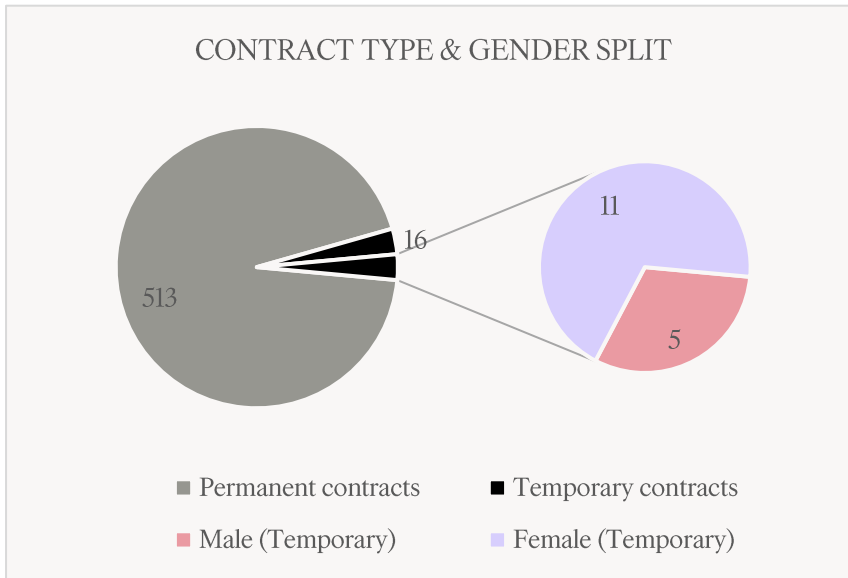
The majority of our part-time colleagues carry out store-based sales advisor roles (who are paid an hourly rate), whilst 14 of the part-time colleagues work at a management level (who are paid monthly, based on an annual salary).

Of the part-time management colleagues, 13 are managers working in our stores, and 1 is a management level office-based colleague. 12 of our part-time management colleagues are women, and 2 are men. Salaries are pro-rated where

applicable for part-time management colleagues.

Temporary colleagues

When we look at the gender pay gap results for the temporary colleague group, we see a trend in favour of female colleagues, with a mean gender pay gap of -5.74%, and a median gender pay gap of -1.27%.



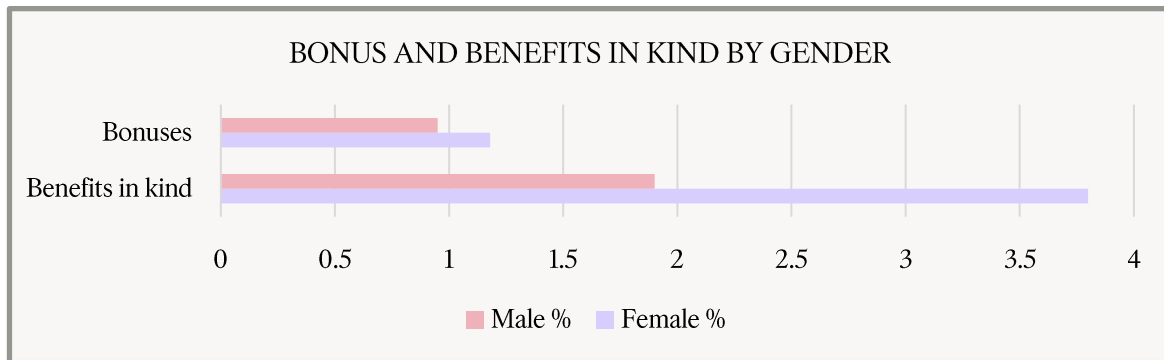
The analysis shows that the majority of employees held permanent contracts, with only 16 colleagues working on temporary contracts during the reporting period.

Of the temporary colleagues, 68.7% were women, and 31.3% were men.

15 of our temporary colleagues were from within our sales-advisor population. Of these, 8 worked in stores within our highest paid locations near Dublin, with the remaining 7 working in other locations across Ireland.

Only 1 colleague within the temporary contract group was a manager. This colleague was female. We attribute the gender pay gap in favour of women largely to the impact this more senior colleague had on the results.

Bonuses and benefits in kind



Bonuses

In total during the relevant period, 0.95% of men and 1.18% of women received a bonus. In total 6 colleagues were awarded bonuses, one man and five women, comprising long service awards and management training bonuses.

- Long service awards are given to all colleagues at 10 years' service and again every additional five years and are based on a colleague's weekly salary.
- Management training bonuses are issued to colleagues who have successfully completed training, moving them from a sales to managerial role, with a set rate awarded to colleagues irrespective of gender.

Despite more women receiving a bonus, we see a mean average of a 11.4% gender pay gap in favour of men in respect of the bonus value awarded. Our results show a 16.67% median average gender pay gap in favour of men.

Benefits in kind

18 colleagues received one or more benefits in kind. 16 of these colleagues were women, and 2 were men. This represents 3.8% of total women and 1.9% of total men within the organisation.

Benefits in kind included dental insurance, medical insurance and company car use. Eligibility was similar across genders (0.10% men, 0.08% women), as benefits are offered to Store Managers, Office colleagues, and Area Managers on an opt-in basis.

What actions are we taking?

We are pleased with progress in some areas, but recognise there is still work to do in others. Our actions focus on two key areas:

Compensation & Benefits

- We are committed to maintaining competitive compensation and benefits for all our colleagues. In early 2024 H&M Group launched a Job Framework connected to a levelling system, created based on the International Positioning Evaluation system. All roles within the company are mapped within the Job Framework based on the role expectations & responsibilities. As a result of this change our Annual Salary Review now has a deeper analytical approach utilising the levelling system.
- Reviewing our compensation annually to increase equality and attract future talent to H&M will continue to form part of our compensation strategy, with our leaders receiving training throughout the salary review process to support them to always act with equality and diversity in mind when making salary decisions.
- We continually review the benefits we offer our colleagues to ensure they are relevant and add value. We see that the most prized benefits are those that focus on our colleagues' health and wellbeing, and we are proud to have partnered with the Retail Trust again in 2024/25, with their EAP providing invaluable support and guidance to our colleagues across all functions in H&M Ireland.
- In 2024, we also partnered with an external benefits provider who offer support, clinical advice and optional referral to specialists for reproductive health concerns.
- We can see that our bonus results suggest some opportunity for improvement, and have committed to ensuring a review of our bonus practices in 2025/26.

Trainings & Communication

- Each year we undertake an employee survey of all of our employees and their satisfaction working for H&M, as part of this survey we ask our employees questions linked to inclusion and diversity.
- During 2026, we are working to develop our unconscious bias training to include more of a focus on gender bias amongst other common biases. We are also revisiting recruitment training for our senior leadership team & hiring managers, securing that our recruitment processes across our stores and office teams are focused on promoting equality, diversity and inclusion.