

city chic collective

City Chic Collective Limited WGEA 2025 Results Employer Statement

City Chic's mission is to *Put Her First*—to empower curvy women around the world to embrace who they are and unite through their passion for style. This philosophy also underpins their approach to people. City Chic is an organisation that supports and empowers all team members, providing equal opportunity for each employed individual to learn, connect and build their careers within the business.

City Chic is committed to gender equality in remuneration and, where appropriate, gender diversity in its employment practices. Given the nature of City Chic's business (curvy women's fashion), a limited number of roles are appropriately open to gender diversity. With most of its personnel being in customer-facing sales roles which, reflective of both the nature of business and City Chic's commitment to listening to the customer and prioritising her needs, these roles are best suited for women. However, a different approach is taken towards the support office cohort, which represents approximately 15% of its workforce. In this segment, City Chic has embedded recruitment strategies that are boundaryless to encourage equal access to both the entry into and development within the business, irrespective of gender or any minority group status.

The decrease in City Chic's gender pay gap median in the 2025 WGEA results (65.1% to 59.5%) is regarded as a positive and significant outcome. While this is partially the result of cost control activity, in particular the reduction in casual roles, it also reflects a deliberate initiative to voluntarily increase wages by 3% for above (GRIA) Award employees. The latter HR practice has provided welcomed stability for City Chic's frontline workforce and increased the female workforce wage median.

The slight increase in City Chic's gender pay gap average in the 2025 WGEA results (67% to 68.4%) is the result of a decrease in male headcount, a group that has consistently been a uniquely small percentage of the City Chic workforce. While the percentage of males represents 4% in 2025 results, which mirrors the 2024 statistics, the headcount has reduced from 21 to 15 male employees across the two reporting periods. The diminishing size of the male cohort equates to the pay gap average being increasingly hypersensitive to outliers such as the CEO salary, resulting in the small upward movement in this metric.

City Chic strongly advocates the value and transparency WGEA reporting creates in seeking to reduce the gender pay gap in much needed areas. City Chic's unique demographics drives unique results. While the WGEA methodology isn't appropriate for City Chic's gender makeup, this does not waiver its commitment to a cause it fundamentally supports.

City Chic has always been committed to like-for-like pay parity. Of the roles held by men with equivalent roles held by women, there is no evidence of wage disparity at any level of the business. City Chic reviews all salaries and salary bands on a regular basis to ensure equal pay for equal work is always maintained.

City Chic is also committed to ensuring there is a strong representation of females in leadership roles. On the 2025 snapshot date (31st March 2025) female representation in senior roles were as follows:

- 50% of Non-Executive Directors;
- 33% of C Suite Leaders;
- 62% of the Leadership Team; and
- 90% of the Managerial cohort.

There is an ongoing focus on improving flexible work practices to facilitate, and hopefully accelerate, pathways into leadership positions for female team members.

City Chic is proud of its female-dominated workforce, with women comprising 96% of total headcount. Its employees are united in their commitment to empowering female customers to be the best versions of themselves, and City Chic strives to ensure this empowerment is reflected internally as well as externally.