WÜRTH

2025 GENDER PAY GAP REPORT

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INTRODUCTION

At Würth Ireland, we are committed to creating a diverse, inclusive, and equitable workplace. This report is prepared in accordance with the Irish Gender Pay Gap Information Act 2021. It outlines the differences in average pay and bonuses between male and female employees within the organisation as of 30 June 2025. As part of that commitment, we are publishing our gender pay gap data in accordance with the Gender Pay Gap Information Act 2021.

The gender pay gap measures the difference between the average earnings of men and women across the workforce, regardless of role, seniority, or working pattern. It is distinct from equal pay, which relates to paying individuals equally for the same or similar work.

The pay transarency bill also aims to reduce the gender pay gap by increasing pay transparency, enabling us to identify and challenge any unjusttified gender based pay disparities.



DIVERSITY IN WÜRTH IRELAND

At Würth Ireland, our aim is to become the #1 supplier in the eyes of its customers by providing the best sales team. In support of this aim we want to be a great employer for all, by building a diverse, equitable, and inclusive environment where everyone has the opportunity to thrive.

We achieve this by:

- Actively seeking and embracing individuals from diverse backgrounds and experiences that mirror the world around us.
- Ensuring a level playing field by identifying and eliminating barriers to opportunity.
- Cultivating a safe, respectful, and inclusive workplace for all.

GENDER PAY GAP FIGURES - 158 EMPLOYEES - 30TH JUNE 2025

METRIC	RESULT
Mean Gender Pay Gap	17.3%
Median Gender Pay Gap	10.2%
Mean Bonus Pay Gap	82.5%
Median Bonus Pay Gap	-9.4%
Proportion of Males Receiving a Bonus	96%
Proportion of Females Receiving a Bonus	73%



INTERPRETATION

The mean gender pay gap of 17% indicates that, on average, male employees earn more than female employees across the organisation. This represents a reduction of 4.2% on 2024, which suggests the overall difference in average earnings between male and female employees has continued to narrow.

The median gap of 10% suggests a smaller but still notable disparity at the midpoint of earnings. This figure indicates another decrease from 11.7% on the 2024 report which indicated greater pay equality around the midpoint of the workforce.

The mean bonus gap of 82.5% reflects a significant imbalance in bonus values driven by higher bonus amounts received by male employees. While this remains a considerable gap, the reduction indicates meaningful progress in addressing differences in bonus values.

The negative median bonus gap (-9.4%) indicates that, at the midpoint, female employees received slightly higher bonuses than male employees.

A higher proportion of male employees received bonuses compared to female employees.

The proportion of employees receiving bonuses increased for both genders, with female participation rising more noticeably compared with males. This reflects improved access to bonus opportunities for female employees, although a participation gap still exists.

PAY QUARTILES BY GENDER

The table below shows the distribution of male and female employees across four pay quartiles, from highest to lowest paid:

QUARTILE	MALE (%)	FEMALE (%)
Upper Quartile	90%	10%
Upper Middle Quartile	92%	8%
Lower Middle Quartile	87%	13%
Lower Quartile	74%	26%



INTERPRETATION

Upper Quartile:

- Female representation increased from 7% to 10%, indicating a modest improvement in the proportion of women occupying the highest paid roles.
- Male representation reduced from 93% to 90%.

Upper Middle Quartile:

- Female representation fell from 14% to 8%, suggesting fewer women are represented in this pay band compared with 2024.
- This is the largest decline across all quartiles.

Lower Middle Quartile:

- Female representation decreased from 18% to 13%.
- Male representation increased correspondingly from 82% to 87%.

Lower Quartile:

- Female representation increased from 20% to 26% meaning, a greater proportion of women are employed within the lowest-paid quartile.
- While this reflects higher female representation, it also contributes to the overall gender pay gap, as more women remain concentrated in lower-paid positions.

- Female representation is highest in the lower quartile (26%), indicating a greater proportion of women in lower-paid roles.
- Female representation decreases significantly in higher pay quartiles, with only 10% in upper quartile.
- The concentration of male employees in higher-paying roles is a key contributor to the overall gender pay gap.

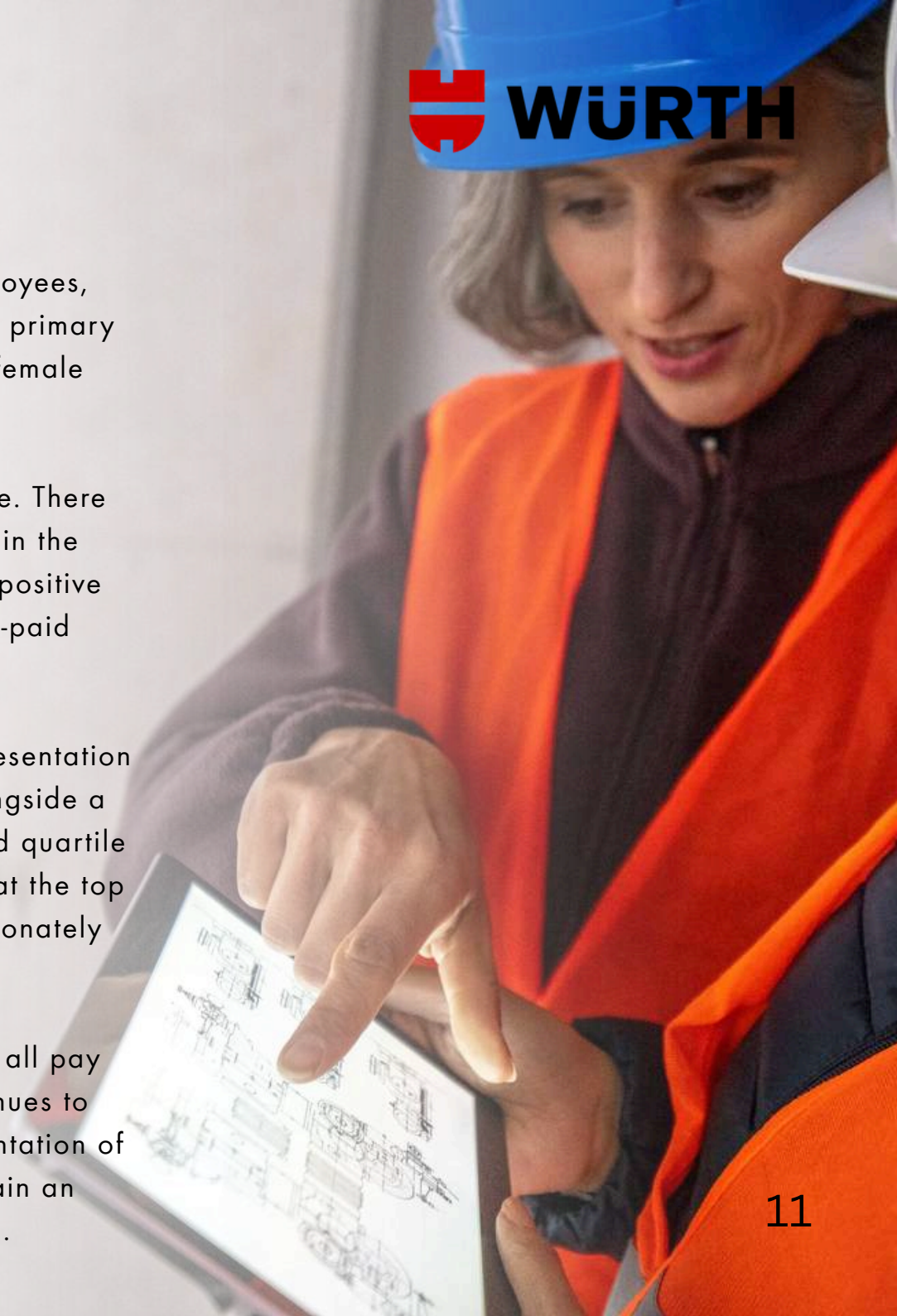
SUMMARY

The data indicates a gender pay gap in favour of male employees, particularly at higher pay levels and in bonus distribution. The primary driver of the gap appears to be the underrepresentation of female employees in senior and higher-paying roles.

Compared with 2024, the 2025 data presents a mixed picture. There has been a small improvement in female representation within the highest-paid quartile, increasing from 7% to 10%, which is a positive indication that more women are occupying senior or higher-paid positions.

However, this improvement is offset by a decline in female representation within both the upper middle and lower middle quartiles, alongside a notable increase in female representation within the lowest-paid quartile (from 20% to 26%). This suggests that, despite some progress at the top end of the pay distribution, women continue to be disproportionately represented in lower-paid roles.

Overall, the organisation remains predominantly male across all pay quartiles, and the distribution of employees by gender continues to influence the reported gender pay gap. Increasing the representation of women across the middle and upper pay quartiles will remain an important focus for improving gender balance over time.



NEXT STEPS

The organisation is committed to fostering an inclusive workplace where all employees have equal opportunities to develop, progress, and succeed. While this year's Gender Pay Gap data highlights some positive developments, it also identifies areas where further improvement is needed. Over the coming year, the organisation will focus on the following key actions:

- **REVIEW RECRUITMENT & PROMOTION PRACTICES**
- **STRENGTHEN CAREER DEVELOPMENT OPPORTUNITIEES**
- **REVIEW BONUS & REWARD STRUCTURES**
- **MONITOR WORKFORCE REPRESENTATION**
- **PROMOTE AN INCLUSIVE WORKPLACE CULTURE**
- **CONTINUE ANNUAL REPORTING**

REVIEW RECRUITMENT AND PROMOTION PRACTICES

The organisation will continue to review its recruitment, selection, and promotion processes to ensure they are fair, transparent, and based solely on merit. This includes monitoring candidate attraction, recruitment outcomes, and internal promotion opportunities to identify and address any potential barriers that may impact gender balance, particularly within senior and higher-paid roles. The organisation will also provide unconscious bias training in an effort to upskill the interview process.

STRENGTHEN CAREER DEVELOPMENT OPPORTUNITIES

Recognising the importance of career progression in reducing the gender pay gap over time, the organisation will invest in initiatives that support the development of all employees. This includes providing access to training, mentoring, leadership development programmes, and clear progression pathways to encourage greater representation of women across all levels of the organisation.

REVIEW BONUS AND REWARDS STRUCTURES

The organisation will continue to evaluate its bonus and reward arrangements to ensure they remain fair, transparent, and aligned with objective performance criteria. Regular reviews will help identify any unintended disparities and ensure that reward practices are applied consistently across the workforce.

MONITOR WORKFORCE REPRESENTATION

Workforce demographics will continue to be monitored throughout the year to better understand trends in recruitment, retention, promotions, and employee turnover. This ongoing analysis will help inform future initiatives aimed at improving gender representation across all pay quartiles.

PROMOTE AN INCLUSIVE WORKPLACE CULTURE

The organisation will continue to promote a workplace culture that values diversity, inclusion, and equal opportunities. By encouraging an environment where all employees feel supported and empowered to reach their full potential, the organisation aims to improve both employee experience and long-term gender representation across the business. This year we continued to enhance the range of progressive policies and supports for those with parental and caring responsibilities across our company. This is crucial for retaining women and supporting gender balance at all levels.

CONTINUE ANNUAL REPORTING

The organisation remains committed to meeting its Gender Pay Gap reporting obligations and will continue to monitor and publish its results annually. Tracking progress year on year allows the organisation to measure the impact of its initiatives, identifying emerging trends, and ensures accountability in achieving meaningful and sustainable improvements.

CONCLUSION

The organisation recognises that the Gender Pay Gap is influenced by a range of factors, including workforce composition, occupational distribution, and representation across different levels of the business. While the 2025 data shows encouraging progress in female representation within the highest pay quartile, women continue to be underrepresented in higher-paying roles overall and are more heavily represented within the lower pay quartile.

Addressing these imbalances is a long-term commitment that requires sustained focus on recruitment, development, progression, and inclusive workplace practices. The organisation remains committed to creating an environment where all employees have equal opportunities to succeed and where reward and progression are based on merit, capability, and performance.

Through continued monitoring, targeted initiatives, and a commitment to continuous improvement, the organisation will work towards reducing its Gender Pay Gap and building a more balanced, diverse, and equitable workforce in the years ahead.

EMPLOYEE PROFILES

SHAUNA BENNETT

Senior Telesales Agent

ANGELA SMITH

Management Co-ordinator

DEE-ANN HARVEY

Regional Branch Manager

MARY BARRETT

Direct Sales Representative



SHAUNA BENNETT

SENIOR TELESALES AGENT



Profile Summary

Shauna Bennett is a results-driven telesales professional with over three years of experience in outbound sales, client acquisition, and relationship management. Known for her persuasive communication style and exceptional ability to close deals, Shauna consistently matches — and often exceeds — the performance metrics of her male counterparts.Her confidence on the phone, sharp product knowledge, and strong understanding of customer psychology make her a standout performer in a highly competitive sales environment.

ACHIEVEMENTS

- **Top Performer Q1 & Q3 (2024):** Closed over 150 deals per quarter, equaling the highest male performer on the team.
- **Conversion Rate Leader:** Maintained a 38% conversion rate — one of the highest in the department.
- **Customer Retention Specialist:** Noted for exceptional follow-up, Shauna retains 20% more repeat customers than the team average.
- **Mentorship Role:** Regularly mentors new hires, both male and female, helping them meet targets within their first 60 days.

KEY SKILLS

- Outbound Sales & Cold Calling
- CRM & Lead Management (Salesforce, HubSpot)
- High-Volume Calling Strategy
- Objection Handling & Negotiation
- Closing Techniques
- Target-Driven & KPI-Focused

WORK ETHIC & RECOGNITION

Shauna brings a blend of empathy, persistence, and strategic thinking to every call. Her consistent performance and collaborative spirit have made her a go-to team member and a model of excellence. Her male colleagues regard her as an equal — not just in title, but in performance, drive, and impact.

ANGELA SMITH

MANAGEMENT CO-ORDINATOR



Profile Summary

Angela Smith, a dedicated Management Co-ordinator in the Executive Support Department, has served the organisation with distinction for over 30 years. In her role, she plays a pivotal part in strengthening executive decision-making processes and ensuring that company-wide initiatives are executed effectively. By translating strategic goals into actionable plans, Angela helps maintain seamless cross-departmental collaboration and supports the organisation in achieving its long-term vision.

ACHIEVEMENTS

Over the course of her career, Angela has significantly contributed to the alignment of executive priorities with operational plans, ensuring that strategic initiatives are delivered on time and with measurable impact. She has successfully coordinated cross-functional projects, supported sales campaigns and incentive programs, and introduced process improvements that enhanced overall operational efficiency. Her consistent efforts have fostered a culture of accountability, transparency, and collaboration across the company.

KEY SKILLS

- Strategic alignment and planning
- Project coordination and execution
- Sales initiative and incentive management
- Executive support and communication
- Process improvement and operational efficiency
- Stakeholder engagement and cross-department collaboration

WORK ETHIC & RECOGNITION

Angela is widely recognised for her commitment, reliability, and professionalism. Her proactive approach, attention to detail, and dedication to organizational success have earned her the trust and respect of both executives and colleagues. She is celebrated not only for her technical expertise but also for her collaborative spirit and unwavering work ethic, which have made her an indispensable part of the executive support team.

DEE-ANN HARVEY

REGIONAL BRANCH MANAGER - NORTHERN IRELAND



Profile Summary

Dee-Ann Harvey is a Branch Manager with five years of experience at the company and nine months in her current managerial role. She leads a busy retail branch in Northern Ireland, overseeing a team of five staff members. Dee-Ann brings strong leadership, deep product knowledge, and a dedication to customer service excellence.

ACHIEVEMENTS

Throughout her tenure, Dee-Ann has consistently met and exceeded sales targets, contributing to the branch's profitability. She has successfully mentored a team member who has progressed to a supervisory role. Her branch's performance regularly ranks in the top 33% among regional branch managers. She ensures strict compliance with health and safety standards and operational procedures, maintaining high standards across all aspects of branch management.

KEY SKILLS

- Leadership and team development
- Sales and target achievement
- Staff scheduling and workforce management
- Stock control and inventory management
- Customer service and engagement
- Community outreach and local engagement

WORK ETHIC & RECOGNITION

Dee-Ann is recognised for her consistent high performance, reliability, and professionalism. She is commended for her mentoring and ability to foster team growth. Trusted to maintain seamless branch operations while upholding company standards, she has a positive and lasting impact on both staff and customers.

MARY BARRETT

DIRECT SALES REPRESENTATIVE - A CASE STUDY



Profile Summary

Mary started her career working in professional kitchens, where she progressed through the ranks to become a Head Chef. Working in a fast-paced environment taught her a lot about leadership, communication, organisation and working effectively under pressure. Managing a team, coordinating service and making decisions quickly were all a big part of her role.

During Covid, she decided it was time for a change and moved into manufacturing, joining a factory at entry level. Mary brought the leadership and teamwork skills she had developed in the kitchen with her, and over the following years progressed to become a Line Lead. Mary was then referred for an opportunity with Würth and joined the company as a Direct Sales Representative in July 2025.

Women in Sales: Navigating Challenges and Opportunities

For a female direct sales representative at Würth, every day brings a new challenge, a new customer and an opportunity to make a difference. Working in a traditionally male-dominated sales environment, she has built her career by proving that knowledge, determination and genuine relationships are what truly drive success.

Mary's role takes her out of the office and directly into the world of her customers. Visiting workshops, businesses and job sites, she spends her days listening to customers, understanding their needs and helping them find the right metal products and solutions for the job.

No two days are exactly the same. One morning might begin with a visit to a busy metal workshop, followed by several customer calls and site visits throughout the day. She needs to understand the challenges technicians and businesses face and recommend products that can make their work safer, easier and more efficient.

But the role is about much more than selling products. It is about building trust.Customers rely on her not only to supply products, but to understand their businesses and provide practical solutions. That means developing strong relationships, keeping up with their changing needs and being someone they know they can depend on.

For Mary, being a woman in sales has also meant breaking barriers. Walking into environments where women may still be underrepresented, she has learned to let her professionalism, product knowledge and commitment speak for themselves.

Her journey is a reminder that confidence does not mean having all the answers. It means being willing to learn, ask questions, step outside your comfort zone and keep moving forward.

Every customer visit is another opportunity to demonstrate what she can do. Every problem solved builds another relationship. And every successful day reinforces the idea that there is a place for women at every level of the metal industry.

As an outside sales representative, Mary is not simply representing Würth products. She is representing herself, her expertise and the growing number of women proving that sales is a career where determination and talent can open doors.

Her story is ultimately about more than breaking barriers. It is about refusing to let those barriers define what is possible.

