



Gender Pay Gap Report 2025



Introduction

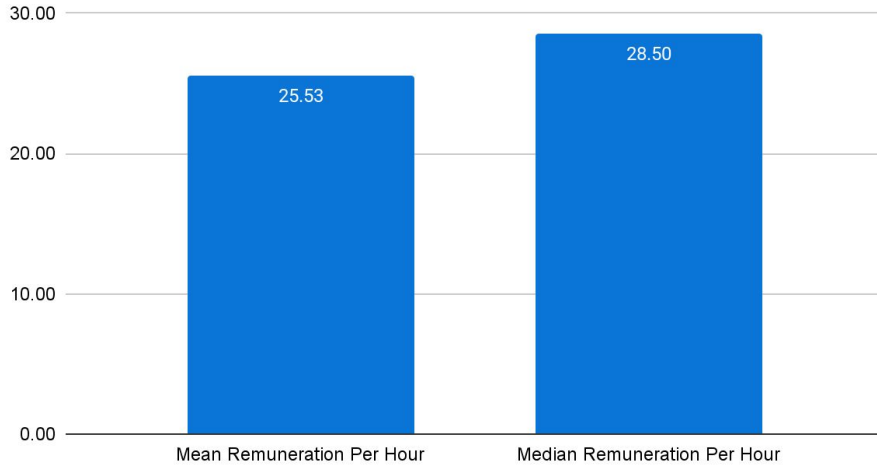
At Flipdish, we are committed to fairness in pay and career opportunities. This Gender Pay Gap report provides a snapshot of how all male and female employees in Ireland are represented and rewarded across the organisation as of the snapshot date of 27 June 2025. There were 64 full-time, permanent employees in Ireland on this date, of which 38 were male and 26 were female.

The report outlines hourly and bonus pay gaps, gender distribution by pay quartile, and all other criteria as set out by the Irish government's criteria for Gender Pay Gap reporting in 2025.

While the gender pay gap is influenced by the distribution of roles and levels, we recognise the importance of addressing such a gap, and ensuring that advancement, recognition and reward are driven solely by performance, skills and contribution.

Hourly Pay Gap

Hourly Gender Pay Gap (%)



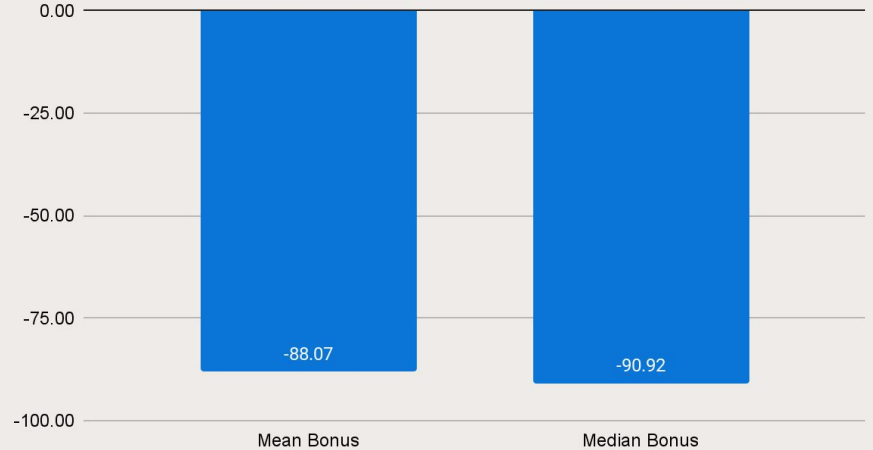
“Hourly pay” was calculated based on a 40-hour working week and includes gross base salary, bonuses, and commission. A positive measure, as shown above, indicates the extent to which women earn less than men per hour.

Flipdish is reporting a **25.53%** mean gender pay gap, which is calculated by the difference in average hourly pay of male employees, and the average hourly pay of female employees.

The median hourly gender pay gap is **28.5%**, and is calculated by the difference between the midpoint in all of the male and female employees’ hourly pay.

Bonus Pay Gap

Bonus and Commission Gender Pay Gap (%)



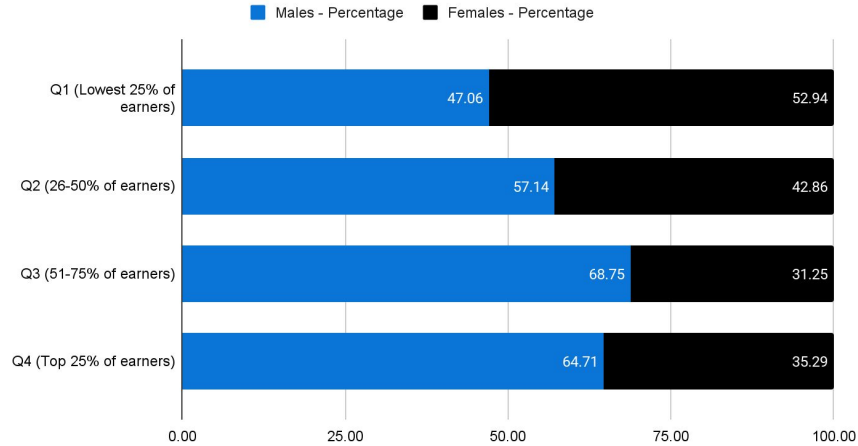
“Bonus” includes any commission, performance-based bonuses, and/or vouchers awarded to employees.

At Flipdish, **21%** of male employees and **50%** of female employees receive a bonus. This is due to a higher proportion of female employees in sales or customer success roles during the snapshot period compared to males, and therefore, having more opportunities to earn commission.

This is reflected in the above graph, with the mean gender bonus gap at **-88.07%**, and median bonus gap at **-90.92%**.

Gender Distribution by Pay Quartile

Gender Distribution By Pay Quartile



The quartiles split employees into four equal groups ranked from the lowest to the highest hourly pay, and shows the relative percentage of each gender in those groups.

Part-Time and Fixed-Term Workers

On the snapshot date, there were two female, fixed-term intern employees employed. One of the intern roles was part-time, while the other was full-time.

There were no other fixed-term or part-time employees on the snapshot date, so there is no gap to report.

Benefits-in-Kind

All full-time, permanent employees, both male and female, receive benefits-in-kind, including an Employee Share Options Plan and voluntary health insurance.

Fixed-term interns do not receive benefits in kind.

Why do we have a gender pay gap?

While Flipdish is reporting an overall mean gender pay gap of 25.53% based on hourly pay, there is in fact a negative gender pay gap in relation to bonuses and commission. During this reporting period, female employees earned higher average commission and/or bonus payments compared to male employees. This reflects the fact that commission-earning roles were predominantly filled by women during this time.

One of the key contributors to our gender pay gap is the current distribution of men and women across senior roles. Historically, a greater proportion of senior positions have been held by men, which continues to influence our pay gap. At present, one of our Vice Presidents (VP) is female, while the remaining VP and C-Suite positions are held by men.

Like comparable businesses, Flipdish has a significant number of engineering roles, a profession that remains male-dominated in Ireland. These roles typically attract higher market salaries than non-engineering positions, which has a disproportionate impact on pay gap figures.

Finally, a larger proportion of women occupy more junior positions within the organisation in Ireland. 80% of female employees were at Company Level 4 or below, compared with 57% of male employees. As junior positions are generally lower paid, this also contributes to the gender pay gap observed.

What are we doing to close the gap?

Flipdish is committed to creating a fair, inclusive, and supportive workplace for all employees. We recognise that achieving gender balance across all levels of the business will take sustained effort and we are focused on actions that will drive meaningful change over time.

Flipdish continues to offer flexible working arrangements that support work-life balance for everyone in Ireland. Our hybrid model in Ireland typically includes two days per week in the office and three days remote. We also provide family-friendly core office hours and offer thirty days per year where employees can work from a location of their choosing. In addition, we support employees whose personal or family circumstances make it difficult to attend the office two days a week through a temporary exemption programme for office attendance where needed.

Our next pay review cycle will include a detailed review of pay equity across comparable roles and levels, ensuring that gender is a key consideration in compensation outcomes. We will continue to monitor pay practices and take action where necessary to close any identified gaps.

We are also exploring a range of initiatives aimed at supporting greater gender balance, particularly at senior levels. These include enhancing our family-friendly policies and reviewing our internal promotions processes. We will continue to provide bias-awareness training for managers involved in interviewing and progression decisions.