

INSOMNIA COFFEE LTD

GENDER PAY GAP REPORT 2023



INSOMNIA
COFFEE COMPANY

WHAT IS A GENDER PAY GAP

The Gender Pay Gap is a measure that tells us about the difference in the earnings of males and females in the workplace.



The Gender Pay Gap is not a reference to equal pay, equal pay refers to paying men and women being paid differently for the same work – this was made illegal in Ireland in 1975.

Instead, the Gender Pay Gap seeks to capture broader differences in the pay and reward of women, in general, when compared with men, in general. Reporting on gender pay gaps is a new requirement in Ireland.



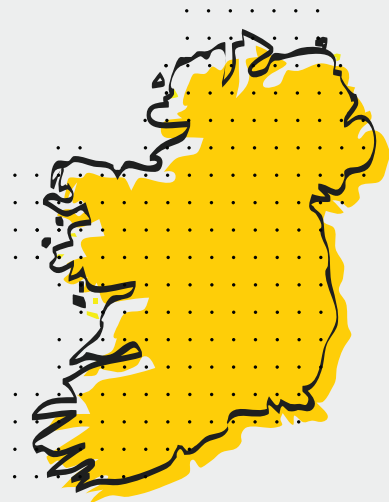
INTERPRETING THE DATA

MEAN

The mean is calculated by adding up all the earnings and then dividing it by the number of people.

MEDIAN

The median is calculated by finding the earnings of the person at the middle of the distribution.



IN IRELAND, THE AVERAGE
MEAN GENDER PAY IS 9.6%
(CSO statistical publication, October 2023)



ABOUT INSOMNIA COFFEE LTD

Insomnia Coffee Ltd has a network of Cafes and Self Service Coffee units nationwide. We operate with a mix of Company Owned Cafes and Franchised Owned Cafes.

In line with Gender Pay Gap reporting legislation, this report looks at the Gender Pay Gap across our Company Owned Cafes, including our Corporate Support office, with a total of 536 colleagues.

Our team consists of 423 hourly paid Team Members working across our Company Owned Cafés, and a salaried team consisting of 67 Café Managers and 46 Corporate Support team members.

91.42% of our team are based in our Cafés with 76.12% being female. In the Corporate Support team, making up 8.58% of our workforce, 66.52% are female and 43.48% are male.



A MESSAGE FROM HARRY O'KELLY, INSOMNIA CEO

At Insomnia, we are passionate and committed to offering a respectful, warm and welcoming place to work. We have grown from a single café in Galway in 1997 to a successful coffee shop chain, with cafes and self-serve locations across Ireland and the UK. This growth is undoubtedly due to the amazing team we have, many of whom are with us for 20 years or more! We are proud of the brand we have developed and the team we have.

Over 90% of our team are based in our cafes where females hold over 80% of in-store leadership positions. We are currently looking at ways to have more of a gender balance at our café supervisor and café manager levels. We have a great representation of women at all levels of the business, with 72% of the top quartile of earners being female.

While there are more women than men in the top earning quartile, there is a pay gap due to more men in leadership positions holding business development roles which are eligible for higher commission based bonuses in our corporate support team of 46. This is something we are working to redress. In 2023 we introduced business development training programmes and have seen a positive move in our pay bonus category.

We are committed to closing the Gender Pay Gap at Insomnia and we have outlined our commitments in the report below. We will continue to drive this agenda across the group in 2024.

Harry O'Kelly

OUR RESULTS

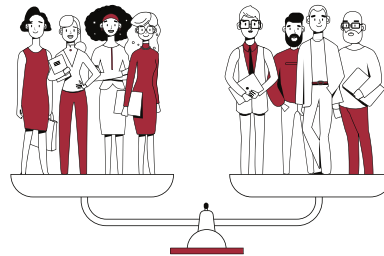
Our gender pay gap data illustrates a workforce with a majority of hourly paid customer facing positions, a small number of café managers and a small Corporate Support Office.

BASIC PAY

MEDIAN | **1.16** | The median gender pay gap in Ireland for 2022 was 5.5%. At Insomnia our median pay gap in 2023 is 1.16%, significantly less than the national average.

MEAN | **13.9** | The mean gender pay gap in Ireland for 2022 was 9.6% i.e., the average male earned 9.6% more than the average female. At Insomnia the mean pay gap is now 13.9%. Whilst this figure is higher than the national average it has reduced by 6.4% in the last 12 months. Our mean gap represents a small number of higher earners being male.

	MEAN	MEDIAN
All employees	13.89%	1.16%
Part time employees	1.11%	0.59%
Full time	45.70%	14.84%



BONUS PAY

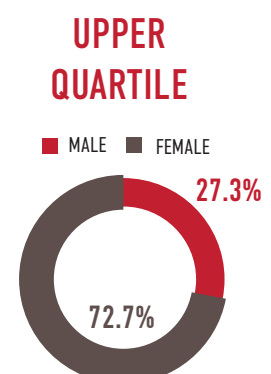
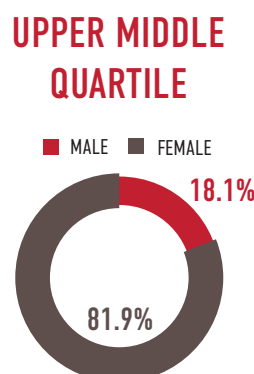
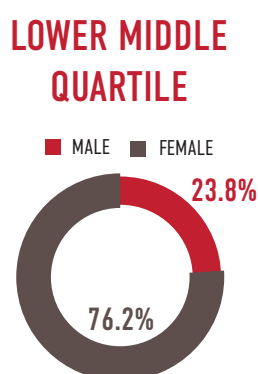
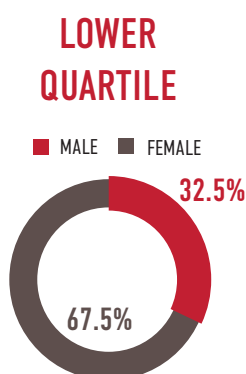
MEDIAN | **14.1** | 31% of males and 22% of all Insomnia team members are eligible for bonuses. The median bonus gap has reduced to 14.1%. We have seen an improvement across the category of bonuses.

Our mean bonus gap has reduced by 20% from 61.8% in 2022.

MEAN | **41.5** | The highest bonus payments are linked to business development and level of seniority. Our data illustrates that we have more men than women in business development positions.

Proportion of Females and Males by Pay Quartile

If our total workforce were organised in order of hourly rate of pay and then split into four groups of equal size, or quartiles, this shows the proportions of men and women in each of the four groups. Our data shows a very high ratio of females to males in all quartiles, with the highest ratio of females in our highest earning quartile.





At Insomnia, we offer flexible working options and with the average length of service of an Insomnia Café Manager being 12 ½ years, we're proud to have a strong 'family' like culture. We listen to our team and are constantly looking for ways to improve on our offering as an employer, whether it is increased flexibility, supports for retirement planning, supports for healthcare or mental health support programmes.

We have a predominantly female workforce, particularly in our café operations where 90% of the total workforce are based and where we have a reverse gender pay gap, in other words on average, women earn more than men in our Cafes. In 2023, we focused on recruitment and promoting more men into café supervisor and manager positions so as to bring more gender representation to those roles.

In contrast to our Café Operations, our Corporate support team of 46 has a 50:50 gender split. In this group we have an equal representation of women in senior positions however we do have a Gender Pay Gap which is driven by having more men than women in the few leadership business development positions. In 2023 we have focused on supporting more women into business development positions. These business development positions are linked to a higher bonus payment, due to the nature of the role.

A top group of commission-based earners are skewing the data across the group. Our task is to focus on understanding and identifying ways to promote and encourage females into senior business development positions.

we will continue to work on identifying and understanding ways to promote gender balance - both in terms of % of gender representation and a Zero Pay Gap and we will continue to champion diversity and inclusion across our group

Clare Sheridan,
Head of HR



CLOSING THE GENDER PAY GAP

OUR COMMITMENTS

- We will conduct an audit and analysis of gender % within each role to identify any barriers or any unconscious gender bias.
- We will develop training programmes, progression opportunities and career pathways to leadership and business development positions
- We will continue to proactively recruit and attract males into cafe manger and supervisor positions to bring better gender representation to these roles.
- From 2022, we launched a new diversity and inclusion programme across our group with 2023 seeing more in-depth diversity & inclusion training for all levels of managers and leadership. In 2024, we will continue to keep diversity and inclusion a key priority across the group.



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