

Vodafone Ireland

Gender Pay Gap Report 2025





Racing Towards Equality

At Vodafone, we are passionate about making the world more connected, inclusive, sustainable and a place where everyone can truly be themselves and belong. Our aim is to create an inclusive and equitable workplace for all.

Our focus on inclusion supports our ambition to create a global workforce that reflects the customers, communities and colleagues we serve, and the wider societies in which we operate.

This year, we are pleased to report an improvement in our overall gender pay gap, which now stands at **4.7%**, down from **7.4%** in 2024. This progress reflects the impact of our continued focus on equity and the structural changes across our business.

Vodafone Ireland and **Vodafone Retail** both report a gap of **4.6%**, remaining well below national averages.

Vodafone Group Services Ireland Limited (VGSIL) is a legal entity in Ireland, governed by Vodafone Group. This is our first year we are reporting the gender pay gap. VGSIL reports a gap of **12.3%**, and we acknowledge there's work to be done here.

We also acknowledge that while we strive to reduce our gender pay gap year-on-year, fluctuations can occur due to specific hiring needs and changes in business structure. These shifts may influence the gender balance across different levels and roles, and we remain committed to addressing these dynamics proactively.

As we look ahead to marking Vodafone's 25th year in Ireland, in 2026, we are exceeding the Global target of having **40%** of women in leadership roles. In Vodafone Ireland locally for this metric we stand at **53%**.

We are proud of our continued progress, and we remain committed to creating an equitable workplace where all people can thrive throughout their careers.



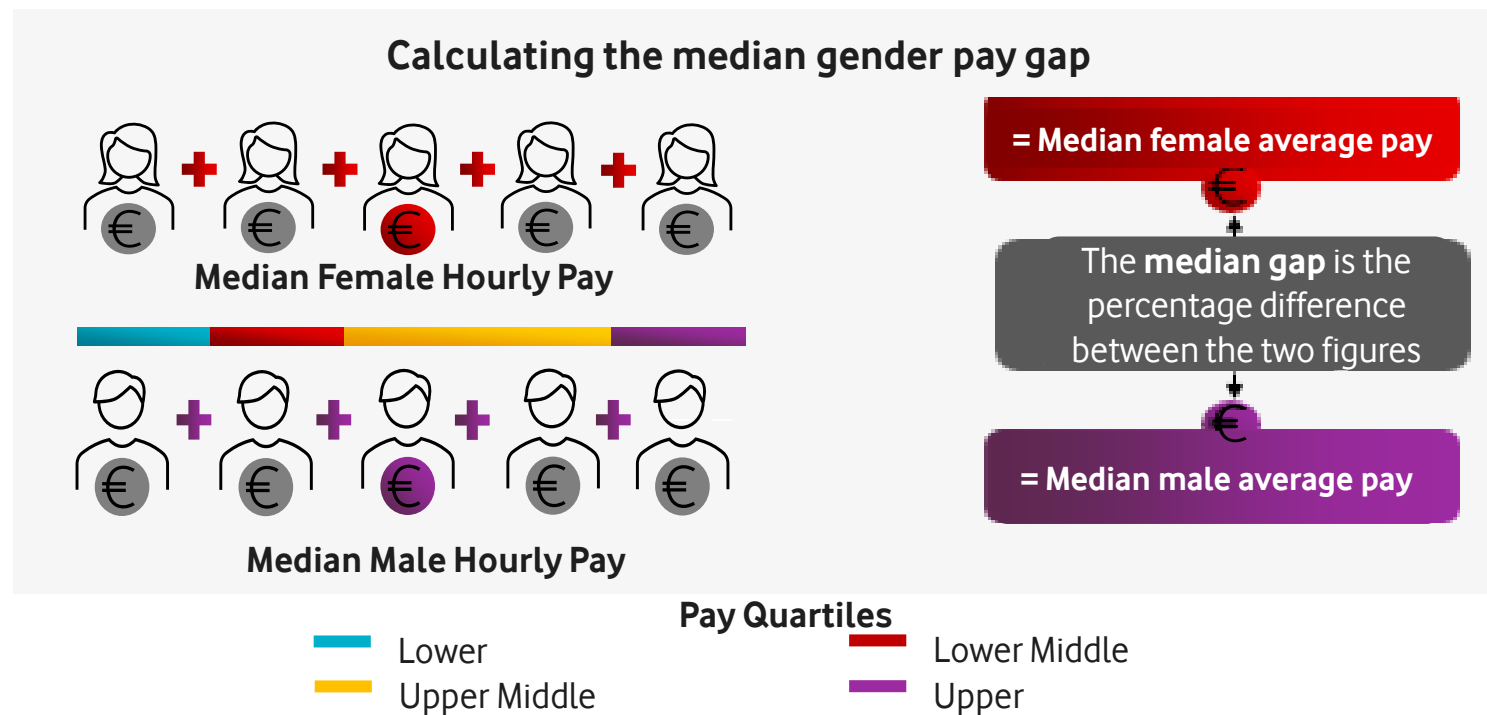
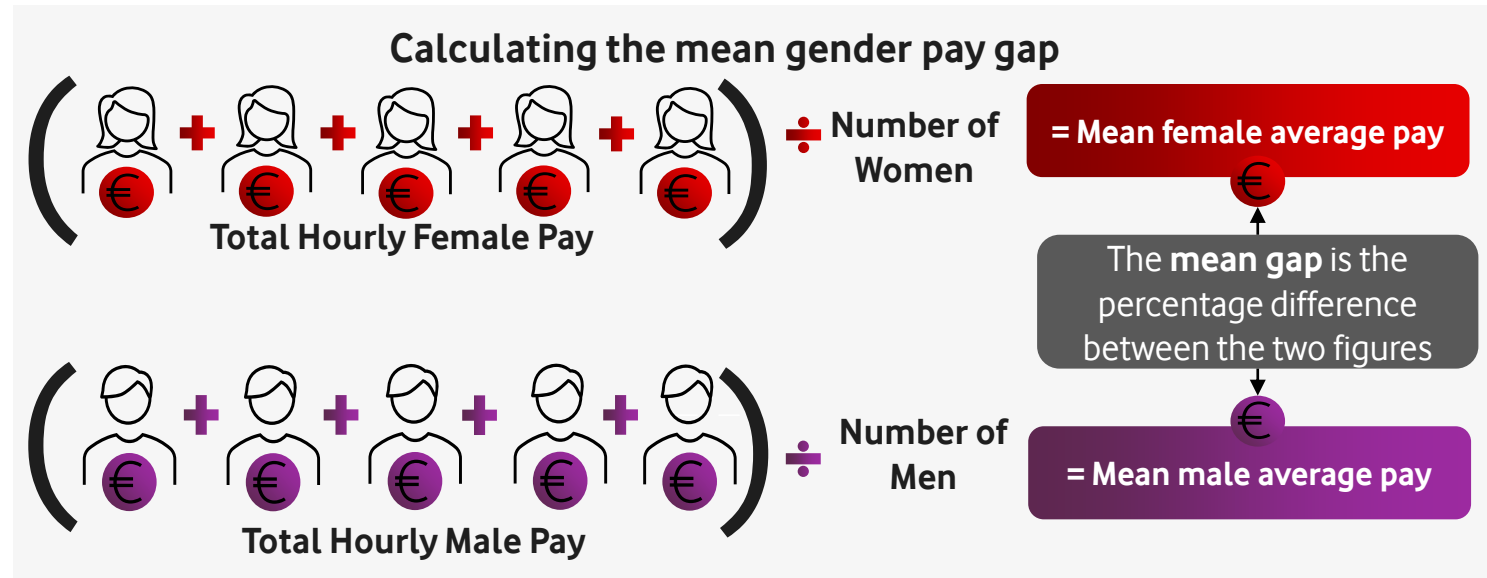
Noelle Burke

Human Resources Director
Vodafone Ireland



Methodology

Understanding Gender Pay Gap calculations



Calculating the gender bonus gap

The gender bonus gap measures the difference in total bonus payments between all women in a business and all men in a business. There are two ways we must report this, as a mean percentage and a median percentage and the proportion of men and women who received a bonus payment.

Proportion of colleagues to receive a bonus

The proportion of women who received a bonus is shown as a percentage of all women in the business and the proportion of men who received a bonus is shown as a percentage of all men in the business.

Calculating our pay quartiles

The pay quartiles measure how many men and women are represented in each quarter of the business when all men and women's hourly pay is stacked from lowest in the Lower Quartile to the highest in the Upper Quartile

Calculating benefit in kind

The proportion of women who received a benefit in kind is shown as a percentage of all women in the business and the proportion of men who received a benefit in kind is shown as a percentage of all men in the business.

Statutory Declaration

Vodafone has three legal entities in Ireland, comprised of our Ireland local operating company – Vodafone Ireland Limited, Vodafone Ireland Retail Limited and Vodafone Group Services Ireland Limited.

We follow the methodology set out in the Gender Pay Gap Information Act 2021.

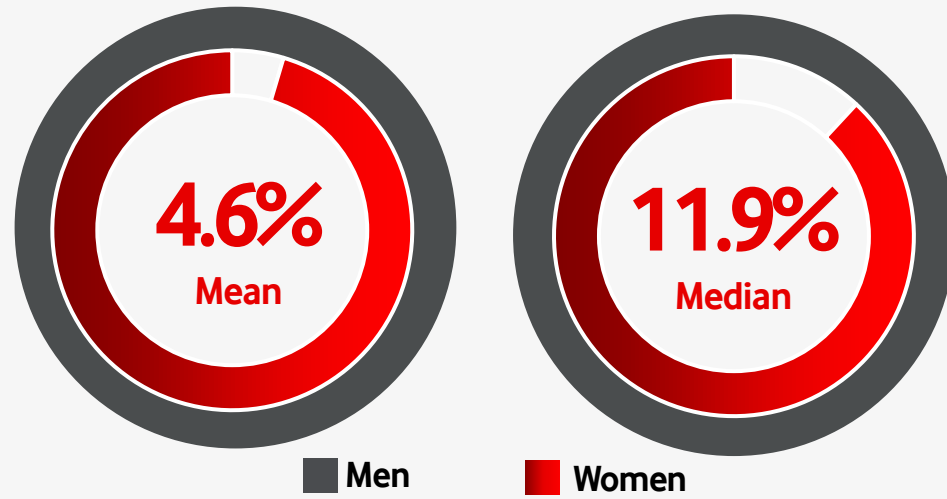
The statutory figures for the in-scope legal entities (according to the relevant regulation) Vodafone Ireland Limited, Vodafone Retail and VGSIL, can be found here as required by legislation.



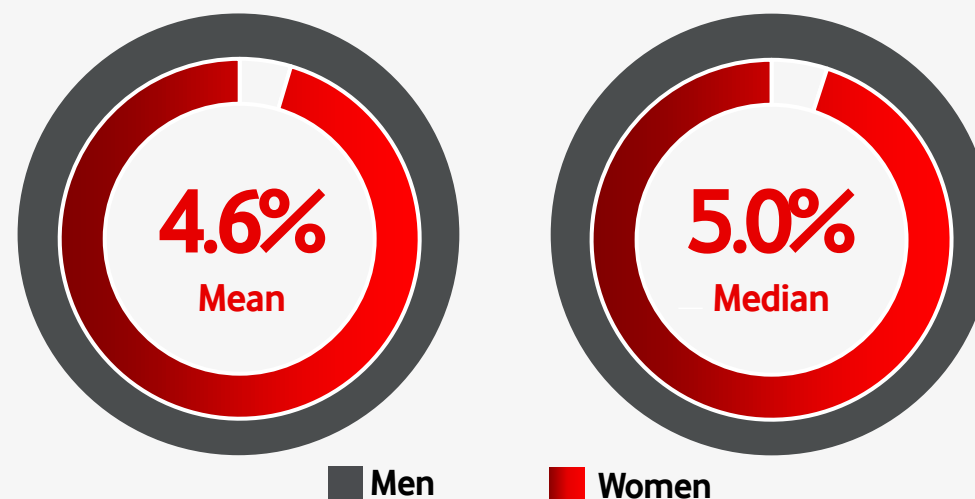
Vodafone Ireland Gender Pay Gap

Vodafone's gender pay gap is primarily a result of more men than women holding senior or specialist, and therefore higher-paid, roles.

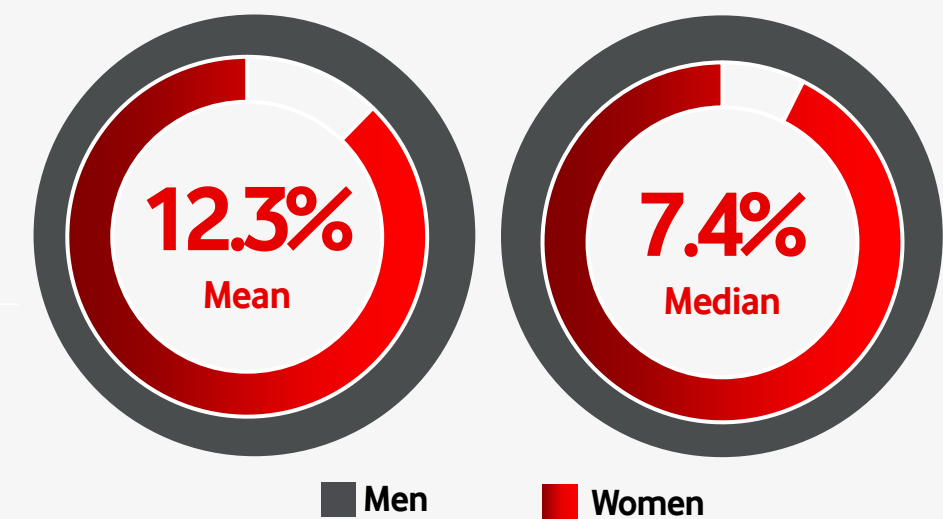
Vodafone Ireland
2025 Mean and Median Hourly Pay Gap



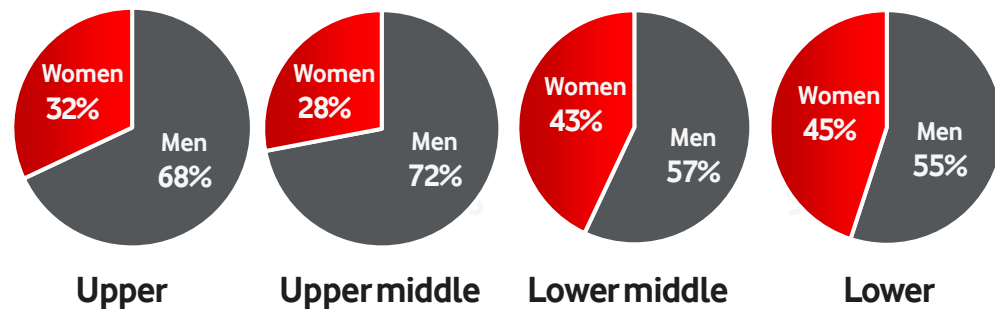
Vodafone Retail
2025 Mean and Median Hourly Pay Gap



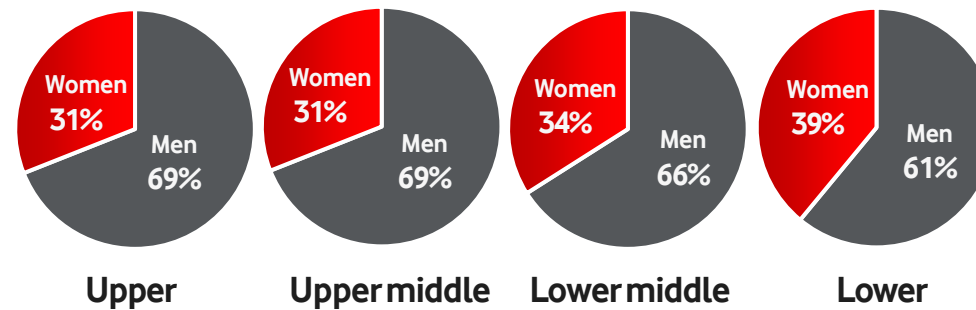
Vodafone Group Services Ireland
2025 Mean and Median Hourly Pay Gap



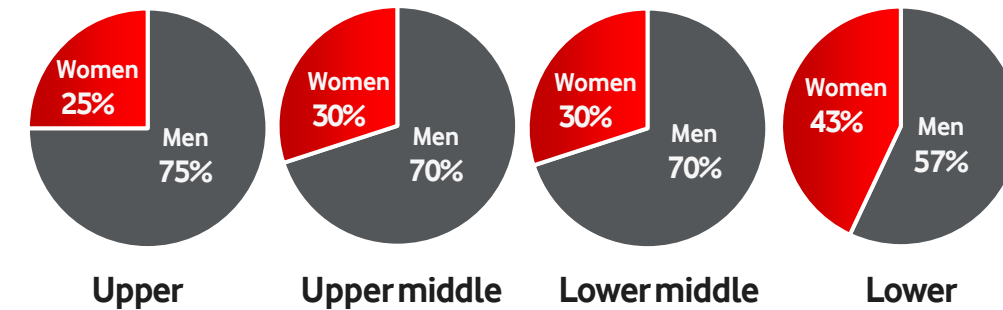
Proportion of employees in each pay band, by quartile



Proportion of employees in each pay band, by quartile



Proportion of employees in each pay band, by quartile



Findings: What does it all mean?

In 2025, we are reporting on three distinct entities that make up our Irish operations.

Gender Pay Gap



Vodafone Ireland: Our mean gender pay gap stands at 4.6%, with a median gap of 11.9%. This represents an improvement from our 2024 combined figure of 7.4%, demonstrating the impact of our targeted interventions and structural changes.

Vodafone Retail: We continue to be proud of our retail performance, maintaining our mean gap below national averages at 4.6% with a median of 5.0%. A testament to our customer-focused teams and our commitment to equitable compensation practices.

Vodafone Group Services Ireland: As our newest reporting entity, we show a mean gap of 12.3% and median of 7.4%, highlighting areas for continued focus.

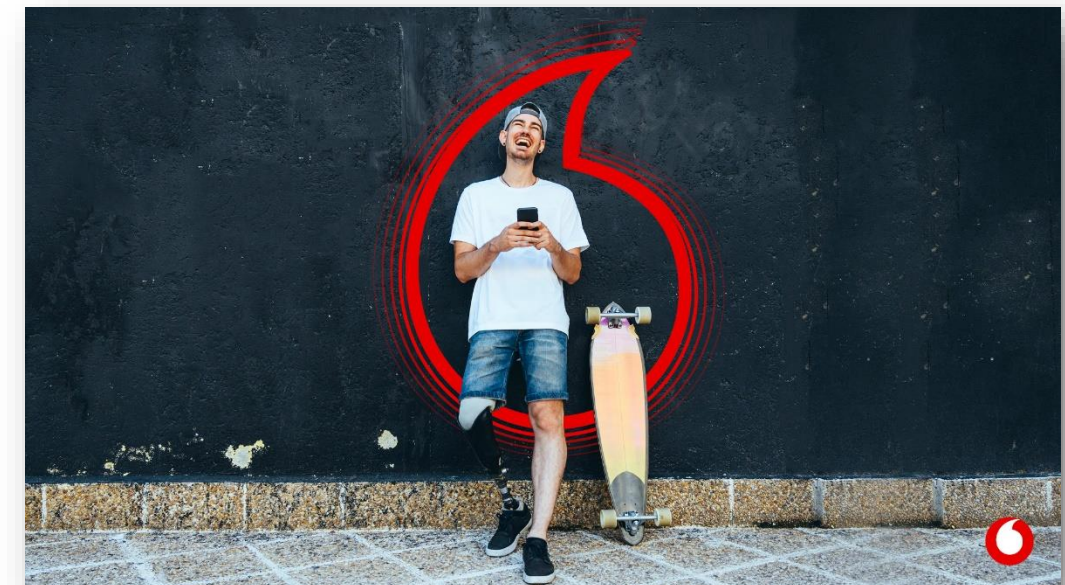
While we've achieved strong representation in senior roles, we recognise the opportunity to continue building our pipeline of Women in technical and specialist positions across all levels.

Workforce Composition & Pay Distribution

Achieving Balance Across All Levels

Our pay quartile analysis reveals encouraging progress toward gender balance across all organizational levels:

- **Upper quartile:** 57% men, **43% women**
- **Upper middle quartile:** 57% men, **43% women**
- **Lower middle quartile:** 69% men, **31% women**
- **Lower quartile:** 69% men, **31% women**





Our Programmes

FAMILY

Leaves to support all life stages:

- Maternity
- Parental
- Surrogacy
- Paternity

Fertility and Pregnancy Loss support programmes



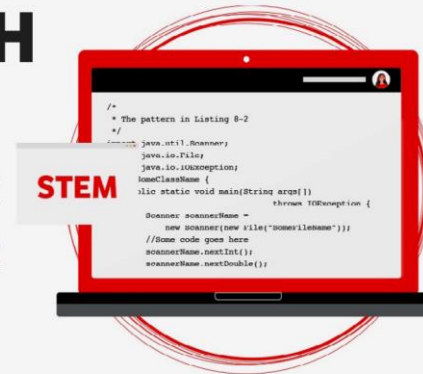
Returner programme

Phased return to work both for maternity and non-birthing parents

26 weeks paid maternity leave

YOUTH

#codelikeagirl workshops for girls into STEM each year



50/50 Graduates hired globally each year since 2012

MENOPAUSE

Menopause e-learning

Menopause Toolkit

Impact at work research

Global Support Program



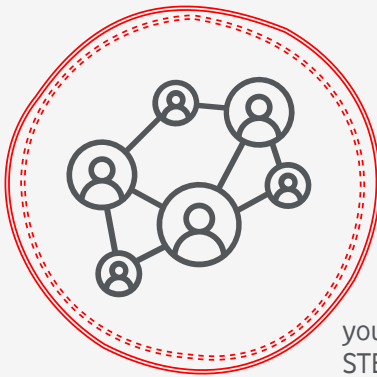
BELONG

Diverse Ability

A volunteer team who share a passion for #inclusion

WOMEN

Our network supporting coaching and mentoring programmes for women



REACH

Our equality action to support racial equity

Digital Futures

Initiative to encourage young women to pursue STEM careers

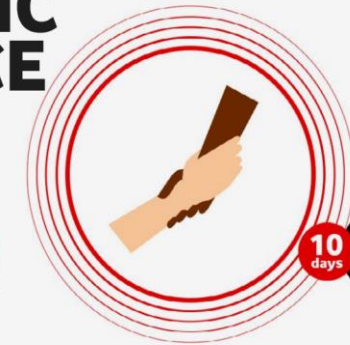


DOMESTIC VIOLENCE & ABUSE

Apps Against Abuse

HR and Manager training- Recognise Respond Refer

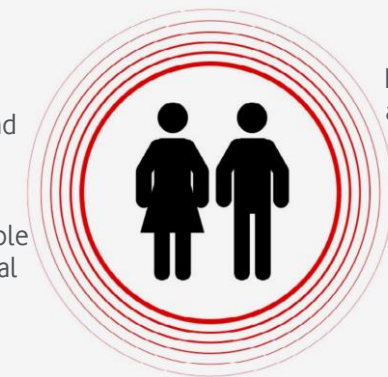
10 days safe paid leave Domestic Violence and Abuse support policy



CAREER

Skills assessments and accelerators

Grow Platform available to all, access to global skill development opportunities



Development planning annual with a focus on career pathing.

Partnerships with leading educational institutions

WELLBEING

Resources to support anyone going through challenges or those supporting a colleague, family or friend



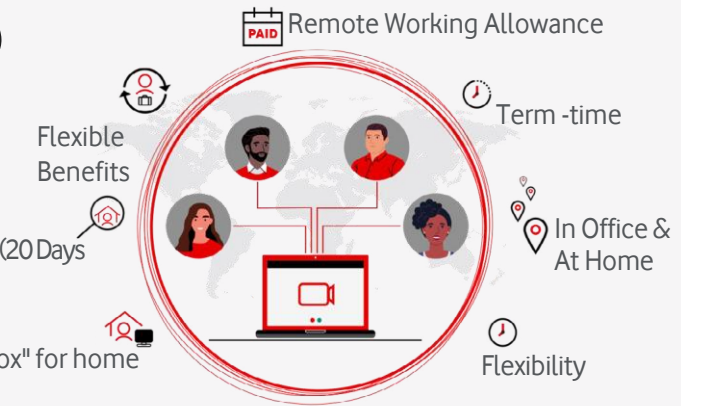
Dedicated wellness area in our HQ with classes and health screenings

Providers that focus on health, mental and financial support

HYBRID working options

Remote Work (20 Days Abroad)

"Office in a Box" for home working





Metrics

Vodafone’s gender pay gap metrics by entity

*Due to majority of females in the data.

Mean and median hourly pay gap

	Vodafone Ireland %	Vodafone Retail %	Vodafone Group Services Ireland %	Combined entities 2025 %
<u>Mean Hourly Pay Gap</u>	4.6	4.6	12.3	4.7
<u>Median Hourly Pay Gap</u>	11.9	5.0	7.4	11.2
<u>Fixed Term Mean</u>	-2.7	No fixed term	No fixed term	-5.3
<u>Fixed Term Median</u>	0	No fixed term	No fixed term	0
<u>Part Time Mean</u>	-339.7*	-2.8	No part time	-33.0
<u>Part Time Median</u>	-334.5*	0.2	No part time	17.4

Combined entities from previous years

2024 %	2023 %
7.4	5.1
11.9	12.6
9.9	1.7
0	-40.2
-34.4	-21.6
-23.2	-11.3

Proportion of employees in each pay band, by quartile

	Vodafone Ireland %		Vodafone Retail %		Vodafone Group Services Ireland %		Combined entities 2025 %	
	Men	Women	Men	Women	Men	Women	Men	Women
<u>Upper</u>	68	32	69	31	75	25	71	29
<u>Upper Middle</u>	72	28	69	31	70	30	70	30
<u>Lower Middle</u>	57	43	66	34	70	30	64	36
<u>Lower</u>	55	45	61	39	57	43	58	42

2024 %		2023 %	
Men	Women	Men	Women
57	43	72	28
57	43	68	32
69	31	59	41
69	31	58	42



Metrics

Vodafone’s gender pay gap metrics by entity

*Due to majority of females in the data.

Mean and median bonus pay gap

	Vodafone Ireland %	Vodafone Retail %	Vodafone Group Services Ireland %	Combined entities 2025 %
<u>Mean Bonus Pay Gap</u>	9	26.0	32.6	15.9
<u>Median Bonus Pay Gap</u>	8.8	23.3	50.2	9.3

Percentage of employees receiving a bonus

	Vodafone Ireland %	Vodafone Retail %	Vodafone Group Services Ireland %	Combined entities 2025 %
<u>Men</u>	94	100	93	95
<u>Women</u>	93	100	100	95

Benefit in kind

	Vodafone Ireland %	Vodafone Retail %	Vodafone Group Services Ireland %	Combined entities 2025 %
<u>Men</u>	96	100	99	97
<u>Women</u>	95	98	100	96



Sabrina Casalta
CEO, Vodafone Ireland

At Vodafone Ireland, we’re proud of the progress we’ve made in reducing our gender pay gap and increasing female representation in senior roles.

Having joined Vodafone over 10 years ago, I have held several leadership roles across multiple markets. I have experienced firsthand how our culture supports talent to thrive globally. As CEO of Vodafone Ireland, I am committed to focus on inclusive policies for women and to champion a diverse workforce.

Our focus to equity and opportunity remains constant. We will continue to lead by example, driving gender diversity towards our global target of 40% women in management roles by 2030.



Definitions and Explanations

Understanding Vodafone's Gender Pay Gap Report

What is the Gender Pay Gap and how is it calculated?

This is the gap between what is earned on average by women and men based on average gross hourly earnings of all paid employees.

We calculate the median and mean average hourly rate for men and women. This is for employees in Ireland, and it follows the Irish regulatory methodology. The difference between these figures is our Vodafone Ireland gender pay gap.

Does this mean that men are paid more than women (for the same roles)?

No, the calculation compares the average of how much men and women are paid for all roles.

What is the difference between 'gender pay gap' and 'equal pay'?

Equal pay means that women and men are paid the same for doing the same role. The gender pay gap compares how much men and women are paid on average for all roles.

What is included in the bonus pay calculation?

For Vodafone employee's calculation, we include Bonus, Commissions, and Recognition awards.

Why does the gender pay gap fluctuate year on year?

The gender pay gap will fluctuate year on year, influenced by changes in our business structure and the percentage of men and women at all levels and positions. Notwithstanding this, it is our clear ambition to reduce our gender pay gap over time.

What is Vodafone doing to reduce their gender pay gap?

Vodafone's ambition is to be one of the world's leading employers for women by 2030. We are confident our inclusion for all programs and policies, and our Fair Pay principles at Vodafone will help us reach this goal while continuing to reduce our gender pay gap in Ireland.

What are Vodafone's Fair Pay Principles and how do they help address gender bias?

The way we compensate our people is based on our [Fair Pay Principles](#). This means that everyone gets paid fairly, no matter their level, location, or role. One of the Fair Pay Principles is that pay should not be affected by things like gender, age, disability, gender identity and expression, sexual orientation, race, cultural background or belief.

We review these elements every year to make sure that everyone is being paid fairly. Our reward framework is designed to promote fairness and openness, and reduce the opportunity and impact of any unconscious bias, through:

- A published Total Reward policy that sets out our approach to setting base salary and allowances, short and long term incentives, and our global recognition scheme.
- Objective salary ranges for all our roles, supported by robust policy and procedures.
- A consistent and transparent policy for setting on-target bonus and long-term incentives levels.
- Bonus and long-term incentive schemes based on collective company performance.
- Learning pathways to help educate our people about Vodafone's philosophy and approach to pay, benefits and recognition.

