



Beiersdorf Australia Ltd Employer Statement – WGEA Gender Pay Gap

February, 2025

Beiersdorf Australia Ltd welcomes and supports the Australian Workplace Gender Equality Agency's (WGEA's) upcoming publication of gender pay gap data, which will help guide more effective strategies and actions to promote gender equality in the workplace.

We are deeply committed to promoting gender equality and fostering long-term progress in this area. This commitment is reflected in the key performance indicators (KPIs) we have achieved globally, demonstrating tangible steps toward a more inclusive workforce. At the same time, we recognise the importance of local impact and are actively working to ensure these values are reflected in our operations and culture at every level.

We have conducted an analysis into our gender pay gap to identify our focus areas and outline actions that will have the greatest impact for our Business.

Key drivers of gender pay gaps in our organisation

- Our demographic split across Australia sits at approximately a 70/30% split between females and males, (this includes our 33 Part-time Merchandisers, whose salary is annualised to a full-time equivalent).
- Our analysis highlights that this significant demographic split is the primary driver behind our gender pay gap, as reported by WGEA through average data analysis.
- An important area of focus for us is the disproportionate number of females entering the business, particularly in entry-level roles, which contributes to the skewed gender pay gap across the organisation.

Our Gender Pay Gap Analysis

To accurately reflect our gender pay gap, we have analysed the data on a role-specific basis to ensure gender parity in comparable positions. (Roles with limited gender diversity were unable to be analysed).

- At this level of analysis, we are pleased to report a positive gender pay gap in most roles, with a primary focus on the difference between entry-level and senior positions.

- Our largest pay gap being approximately 10%, while the external benchmark group (according to WGEA) stands at 18.1%.

We have conducted a large amount of work in this area over the past year and it will remain a priority for our leadership team moving forward.

Action plan to address Gender Pay Gap

- Participation in a Global audit on gender parity scheduled for 2025, with the objective of addressing any outliers.
- Conducting Salary Review Processes to ensure fair compensation and help bridge the gender pay gap.
- Driving our Women In Leadership Program, designed for female talent to reach their full potential.
- Continuing the roll-out of Global DEI training program to include all People Managers by 2025.
- Continuously reviewing our current recruitment process and approach:
 - Utilising AI to remove unconscious bias (using gender neutral language in job ads & blind recruitment practices).
 - Ensuring interview panels are diverse in terms of gender, background, and experience.
 - Providing regular unconscious bias training for all hiring managers to raise awareness.
 - Conducting regular audits to ensure both men and women have equal access to promotional opportunities.
 - Actively pursuing recognition as a Best Workplace for Women to effectively attract high-performing female talent.

We are committed to driving meaningful change in this space and are excited to see the progress we make throughout the year as we implement our action plan.

Beiersdorf

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