

Gender Pay Gap Statement



Acknowledgement of Country

Flybuys wishes to acknowledge the Traditional Custodians of the land of Country throughout Australia.

We recognise their strength and resilience and pay our respects to their Elders past and present.

Flybuys extends that respect to all Aboriginal and Torres Strait Islander peoples, and recognises their rich cultures and their continuing connection to land and waters.

All references to First Nations peoples in this report are intended to include Aboriginal and/or Torres Strait Islander peoples.

Introduction from Anna Lee

At Flybuys, one of our greatest assets are our people. It's their talent, dedication, and diversity that drive the success of our program and deliver incredible value to our 9.6 million members — who remain at the heart of everything we do. At Flybuys we are committed to gender equality, inclusion, respect and safety for everyone who works with our organisation.

As a female CEO, I know that real progress in gender equity doesn't happen by chance. It requires action, accountability, and a commitment to closing the gap and addressing gender pay inequality.

I am very proud that Flybuys has reduced our average total remuneration gap from 17.6% to 9.2% over the last twelve months. This improvement has taken concerted effort and is testament to our commitment to gender equality.

At Flybuys we promote gender balance with all our people offered equal access to employment, remuneration and benefits and career and development. We are proud of our gender representation at the Senior Leadership level with 61% of these roles held by women and 71% at the Executive Leadership level.

While we are proud of the progress we've made, we recognise there's always more to do. We are focused on driving meaningful change — ensuring equal pay for equal roles, breaking down barriers for women in the workplace, and creating an environment where everyone can thrive regardless of their gender.

Our commitment is unwavering, and we will continue taking the necessary steps to build a more equitable future.



Anna Lee
CEO, Flybuys

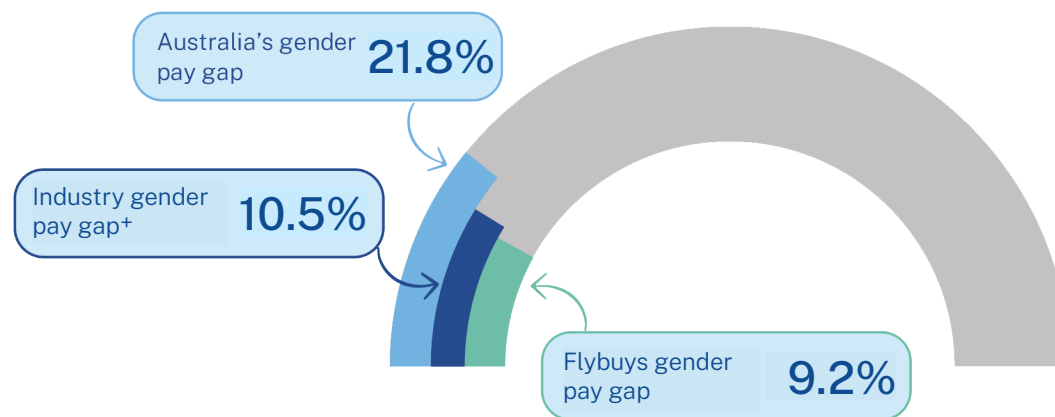


What is the Gender Pay Gap?

The gender pay gap refers to the difference in the average earnings for men and women across the workforce. It is different to equal pay, or pay equity, which refers to women and men being paid the same for performing the same role, or different work of equal or comparable value. Equal pay has been a legal requirement in Australia since 1969.¹



¹ Source from: wgea.gov.au/the-gender-pay-gap



2023-2024

Flybuys Average Gender Pay Gap

For Flybuys, the average total remuneration gap for 2023-2024 was 9.2%. Since reporting a pay gap last year of 17.6%, we have taken action in a range of areas to improve gender equality across our business. Whilst we're pleased to see the positive impact of this action, we know we have more work to do to further reduce the gender pay gap in our organisation.

⁺ Industry: Advertising Services as per WGEA classification

Why is there a Gender Pay Gap at Flybuys?

The significant driver for the remaining gender pay gap is primarily due to occupational segregation. Our Technology and Data & Analytics teams are two of the largest teams at Flybuys, and have a higher proportion of male team members. Positions within these industries are typically higher paid due to the technical skills required within the role, and proportionally more males occupy these roles across the broader workforce.





The action we're taking

We're committed to fostering a workplace at Flybuys that values inclusivity, diversity and equity. We're proud of the action we've taken so far but will continue to challenge ourselves to evolve and improve how we operate.

Recent initiatives:

Remuneration \$\$\$

Completed gender analysis as part of our annual REM review cycle and proactive action taken where gaps were identified.

New development program for female leaders

In collaboration with our program partner Bunnings, introduced the 'Grow My Career' program to support the development of Flybuys' emerging female leaders.

New workplace training modules introduced

Launched training modules to all Flybuys team members focused on having a respectful and safe environment and preventing all forms of discrimination and sexual harassment.

Launch of 'Start the Year' leave

Introduced a new leave offering for team members with caring responsibilities for children starting their daycare, kindergarten and school year.

Continuation of our existing initiatives

Including parental leave entitlements, paid superannuation during unpaid parental leave, supporting 'Women In Tech' forums and our ongoing commitment to workplace flexibility.

What's next:

New recruitment policy 1

The soon to be launched policy will mandate practices to help improve gender equality during our hiring process, such as striving for gender balanced shortlists and diverse interview panels.

Data driven monitoring 2

Introduce regular tracking of gender diversity metrics across our business to help us better understand trends and gaps so action plans can be put in place.

Enhanced talent search approach 3

Further evolve our proactive search process, with an emphasis on continuing to increase female representation in the areas of Technology and Data & Digital, which we will continue to address and narrow the gender pay gaps as reported by WGEA.

