



# Apple UK Gender Pay Gap Report

2024 - 2025

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### **We ensure pay equity for everyone, everywhere at Apple.**

Pay equity is embedded in Apple's approach to compensation. Since 2017, Apple has achieved and maintained gender pay equity for all employees. The pay gap disclosed in this report and pay equity are separate measures. The pay gap is the difference in mean or median pay between women and men and does not account for valid factors that affect pay. Pay equity, on the other hand, uses rigorous statistical modeling to assess whether differences in pay exist for men and women after including factors such as role, experience, qualifications, location, scope, job function, and performance.

To maintain pay equity, Apple conducts regular, in-depth assessments of total compensation and discretionary awards. During our annual compensation planning process, we use analytics to assess promotion rates, performance ratings distribution, and pay metrics for women compared to men. And every year, as part of our annual pay equity review, Apple's team of compensation experts work with an independent third party to build and run statistical models to assess and resolve any differences in total compensation on the basis of gender.

### **Our total rewards programs are designed thoughtfully and reflect our values.**

Our people play an essential role at Apple. That's why we design our total rewards programs to attract and retain the best talent. We offer highly competitive pay that's in the top tier of the market. For every role at Apple, we regularly review pay to ensure that it remains competitive. In addition, we provide employees an opportunity to share in Apple's success. Every employee is eligible for discretionary Restricted Stock Units recommendations from Apple Inc. We also offer a full range of exceptional benefits to enable employees to care for their well-being, plan for their future, learn new skills, take time away to look after themselves or a loved one, start a family, and more.

### **We're building on Apple's special culture rooted in dignity, respect, and opportunity for everyone.**

At Apple, our strength has always come from hiring the very best people and providing a culture of collaboration — one where people with diverse backgrounds and perspectives come together to innovate and create something magical for our users time and time again. To that end, we remain committed to hiring and retention practices that support opportunities for women across Apple, including in senior and technical roles, which would reduce our pay gap. We'll continue to work together to create a culture of belonging where everyone can do their best work, and we'll remain committed to the values that have always made us who we are.

# Our Data

Each year, Apple releases a report on our Gender Pay Gap in the UK. For this reporting period, we have a mean pay gap of 15 per cent, and a median pay gap of 19 per cent across all Apple UK entities. In Apple Retail, which employs the vast majority of Apple's UK workforce, we have 1 per cent mean pay gap, and a median pay gap of 7 per cent.

		W Women	M Men				
				All UK Entities	Apple Europe Ltd	Apple Retail UK Ltd	Apple (UK) Ltd
Hourly Pay Gap	Mean			15%	11%	1%	15%
	Median			19%	11%	7%	16%
Bonus Pay Gap	Mean			37%	33%	-6%	35%
	Median			68%	32%	18%	41%
Receiving Bonus	Women			91%	97%	88%	94%
	Men			94%	98%	91%	97%
Pay Quartiles	Upper	W		25%	37%	38%	15%
		M		75%	63%	62%	85%
	Upper Middle	W		42%	37%	31%	14%
		M		58%	63%	69%	86%
	Lower Middle	W		32%	40%	42%	27%
		M		68%	60%	58%	73%
	Lower	W		45%	54%	45%	40%
		M		55%	46%	55%	60%



**Deirdre O'Brien**  
Senior Vice President, Retail + People



**Wendy Beckman**  
VP of Retail Stores EMEA and WW SMB



**Jamie Wong**  
Director

We confirm that the gender pay gap data is accurate for the entities reported herein.

All UK Entities refers to the employment entities Apple Europe Ltd, Apple Retail UK Ltd, Apple (UK) Ltd, each of which have at least 250 employees in UK.

The numbers in this report illustrate the pay gap for Apple employees across the UK based on hourly pay rates as of 5 April 2025, discretionary bonuses paid, and discretionary restricted stock units granted from Apple Inc. that vested in the 12 months ending 5 April 2025.

Since this report only factors in vested shares, some UK employees hired in this reporting period will have nothing to report as they have not vested in any restricted stock units granted by Apple Inc.

