

Identity Merchandise Ltd commits to advancing gender pay equality within our organisation and across our industry, by:

1. Assessing our current position to identify disparities, and understand the factors causing a potential pay gap
2. Creating and implementing an action plan, including specific targets, to address identified pay inequalities
3. Providing equal access to training and development opportunities, promoting equitable career growth
4. Tackling workplace culture and bias that may impact employee wellbeing, performance and career progression
5. Ensuring Equal Opportunity policies are in place for recruitment and promotion at all levels, and understood by all employees
6. Ensuring support is offered and provided to employees with caring responsibilities, and ensuring all employees are aware of available support
7. Engaging employees in ongoing and open dialogue, with the opportunity to provide feedback
8. Appointing a senior team member or committee to be accountable for driving forward initiatives
9. Making our commitment publicly available within and outside of our organisation
10. Regularly reviewing our targets and action plan to ensure we are achieving continued progress towards pay equality

We commit to taking transparent and sustained action to ensure that employees in our organisation are compensated equally for the same or comparable work, regardless of gender identity, as per the Equality Act 2010.

Signed,

M Rowding

Marisa Rowding

Signature: 
Managing Director

01.04.2026