

**ROKU**

**Roku UK Limited  
Gender Pay Gap Report**

2025

## Gender Pay Gap Analysis, Pay Equity, and Compensation Philosophy

### What is a Gender Pay Gap?

A gender pay gap is the difference in average pay between men and women in an organization regardless of skills, level, or job duties that the employee is performing.

In the UK, employers with 250 or more employees must report their **mean and median gender pay gap** data and **bonus pay gap** data annually.

- The **mean** calculates the difference in average pay of men and women
- The **median** calculates the difference in the middle pay of men and women after ordering pay from lowest to highest

### Roku's Commitment to Pay Equity

At Roku, we believe in equal pay for equal work regardless of gender, race or any other protected characteristic. We conduct regular compensation reviews in accordance with Roku's Compensation philosophy, paying employees "at market" while also tying a portion of their compensation to the company's success. We prohibit discrimination in compensation and provide an environment where employees are empowered to discuss concerns openly.

### Roku's Compensation Philosophy

Roku's total compensation philosophy is focused on paying "at market" for an individual employee while also tying a portion of the individual employee's compensation to the company's success. Under Roku's Total Compensation Program, Roku sets a Total Compensation Target (TCT) for each eligible employee based on the market rate for a particular employee for the role performed at Roku (not based on a title or "level").

Roku's TCT is comparable to other companies' total compensation that might include different components such as a bonus or additional employee benefits. When we evaluate or adjust an employee's compensation, we look holistically at cash and equity.

TCTs are not tied to a title or stock level, so TCTs may vary by employee even for employees who have the same title or are at the same level (for example, Sr. Software Engineer). Employees with the same title or stock level may have different job scopes, levels of experience, skills, and/or contribution value to Roku.

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## 2025 Results

The gender pay gap is based on the averages taken across the entire Roku UK Limited workforce. It does not consider factors like different roles, responsibilities, or levels of seniority.

Roku UK Limited		
		2025
Hourly Pay Gap	Mean	18.4%
	Median	17.7%
Bonus Pay Gap	Mean	31.5%
	Median	27.6%
Receiving Bonus	Women	90.3%
	Men	92.5%

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## 2025 Results

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Roku UK Limited		2025	
Pay Quartiles*  W Women M Men	Upper	W	7.6%
		M	92.4%
	Upper Middle	W	11.4%
		M	88.6%
	Lower Middle	W	13.3%
		M	86.7%
	Lower	W	26.7%
		M	73.3%

\*Quartiles are calculated by ranking hourly pay from highest to lowest and then splitting into four equal groups, showing the percentage of men and women in each quartile.

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## Inclusion Strategy and Talent Acquisition Initiatives


At Roku, we are committed to fostering and supporting an inclusive workplace. Recognizing the need for ongoing local programs to reach greater gender balance in the UK tech industry, we continue to sponsor initiatives focused on improving inclusion, equity, and representation at all levels. Examples of such local programs include:

<b>Women of Roku EMEA Employee Resource Group (ERG)</b>	Roku launched the Women of Roku EMEA ERG in 2024. This local community ensures that unique challenges and opportunities are understood and addressed in a culturally relevant manner. An executive sponsor champions the ERG, which includes UK leadership, budget, and engagement across the region. In the past year, the ERG hosted programming for International Women’s Day, sent delegates to industry conferences, and amplified the achievements of members to increase their visibility.
<b>Mentorship</b>	The Women of Roku ERG sponsors a mentorship program to connect mentees seeking career growth, skill development, and insights into Roku culture. This program provides opportunities to build relationships with mentors who can offer guidance, coaching, and new perspectives.
<b>Early Career &amp; Social Impact</b>	We engage with a broad group of student clubs and communities to prioritize gender diversity in our early career pipeline. We integrate a workshop into our summer intern program with a focus on foundational DEI and communication skills. We are also focused on transforming and building pathways into our industry for students through strategic social impact initiatives. We hosted career workshops and learning opportunities to inspire and empower the next generation of tech talent.
<b>Industry Conferences</b>	Through strategic partnerships with UK industry organizations, we are creating and transforming pathways for attracting a broad range of professionals to the UK tech sector. The events, programming, and networking also advance professional development and provide valuable opportunities for Roku team members. These investments strengthen both our talent pipeline and industry presence, positioning Roku as an employer of choice.

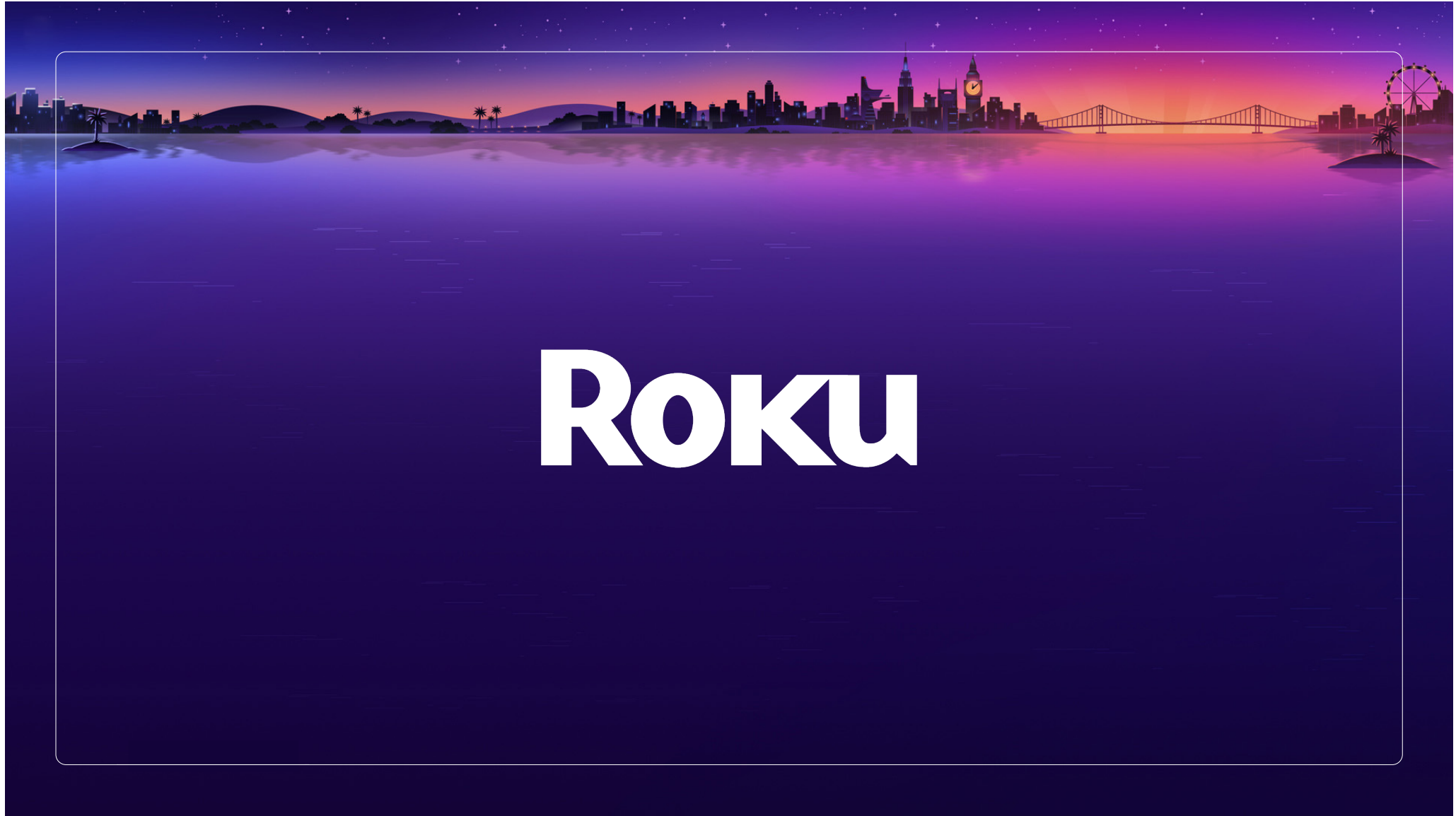
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This statement confirms that the published information is accurate at the time of publishing and is signed by

Signed by:  
  
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**Ericka Tate**  
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Roku UK Limited



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