

**GMB**

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10th July 2025

Nadine Houghton, National Officer, GMB

Alan Leighton, CEO, ASDA

By Email Only: allan@asda.uk

Dear Mr Leighton,

I'm writing to you regarding ASDA's approach to retail colleagues' pay this year.

Shop floor colleagues are the backbone of ASDA's recovery and GMB believes you have a deep understanding of just how fundamental they are to ASDA's turnaround.

Unfortunately, your colleagues – GMB members – tell us that ASDA's approach to pay rises this year has left them deeply frustrated and hurt.

Whilst there is nothing illegal in how ASDA has approached pay, we would argue it has certainly been immoral.

Firstly, a business decision was made not to increase pay to the new national minimum wage until the very last moment.

Then the company delivered a staggered pay rise - which on paper allowed ASDA to momentarily claim they were the highest paying retailer but one which ultimately has left ASDA colleagues towards the bottom of the pile once again.

ASDA's base retail pay hit **£12.45/hour** on 6 July and is scheduled to rise to **£12.60/hour** by October; however, competitors are already offering more:

- Aldi and Lidl: £12.75/hour
- Tesco: £12.64/hour
- Sainsbury's: £12.60/hour

The phased pay rise, initially from £12.04 to £12.21, then £12.45 has created a **£200 shortfall per colleague per year** compared to what they would have received with a full rise back in April.

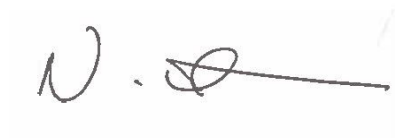
It all adds up and our members view is pennies are being pinched from their pockets at a time when ASDA needs everyone to pull together.

But it doesn't have to be this way. To close this gap and show genuine care for your workforce, GMB members are calling on ASDA to:

1. Consider an immediate uplift to base pay to match leading competitors.
2. Backdate full pay increases to April.
3. Commit to annual pay reviews with the GMB. Let the majority representatives of your workforce be ASDA's moral compass when it comes to pay.

We have raised these concerns in our quarterly meetings with the business but have yet to receive a response. We always welcome the opportunity to discuss pay.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'N. Houghton', with a long horizontal stroke extending to the right.

NADINE HOUGHTON

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