

ADOREBEAUTY

GROUP

Adore Beauty Group Limited
ABN 78 636 138 988

ASX ANNOUNCEMENT

13 August 2021

Upcoming release of shares subject to voluntary escrow arrangements

In accordance with ASX Listing Rule 3.10A, Adore Beauty Group Limited (**Adore Beauty**) (ASX code: ABY) advises that 54,199,164 fully paid ordinary shares (**Shares**) subject to voluntary escrow arrangements at the time that Adore Beauty was admitted to the official list of ASX will be released from voluntary escrow on the date that Adore Beauty announces its results for the full year ended 30 June 2021 to the market.

As announced on 6 August 2021, Adore Beauty will release its results for the full year ended 30 June 2021 to the market on 30 August 2021 and accordingly, the Shares will be released from escrow on that date.

Further details of the voluntary escrow arrangements were detailed in section 7.13 and 9.6 of Adore Beauty's Prospectus dated 7 October 2020.

Adore Beauty Founders and Executive Directors, Kate Morris and James Height, each hold 10,200,000 Shares that will be released from voluntary escrow on 30 August 2021.

The Board confirms that it has been advised by Kate Morris and James Height that they have no current intention to sell their Shares, and they remain committed to Adore Beauty and its future growth prospects.

This announcement was authorised for release to the ASX by the Board of Directors.

For more information, please contact:

Investor Enquiries

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Media

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About Adore Beauty

Launched in 2000 as Australia's first beauty focused e-commerce website with a vision to help customers feel more confident and fabulous every day by delivering an empowering and engaging beauty shopping experience personalised to their needs. Adore Beauty has evolved to an integrated content, marketing and e-commerce retail platform that partners with a broad and diverse portfolio of approximately 260 brands and 10,800 products.

Adore Beauty operates in Australia and New Zealand. For further information please visit www.adorebeautygroup.com.au.

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