

ADOREBEAUTY

GROUP

Adore Beauty Group Limited
ABN 78 636 138 988

ASX ANNOUNCEMENT

2 September 2021

Form 605 – Notice of ceasing to be a substantial holder

Adore Beauty Group Limited (ASX: ABY) (**Adore Beauty**) advises that as per the attached Form 605 Notice of ceasing to be a substantial holder, Adore Beauty no longer has a relevant interest in the Adore Beauty fully paid ordinary shares that were subject to voluntary escrow (under section 608(1)(c) of the Corporations Act 2001 (Cth)).

By way of background, as a result of the disposal restrictions included in the voluntary escrow agreements (as detailed in sections 7.13 and 9.6 of Adore Beauty's Prospectus dated 7 October 2020), Adore Beauty had a technical deemed relevant interest in the shares subject to voluntary escrow. However, Adore Beauty did not have the right to acquire the shares, or to control the voting rights attached to the escrowed shares.

As per the ASX announcement dated 13 August 2021, 54,199,164 fully paid ordinary shares subject to voluntary escrow arrangements at the time that Adore Beauty was admitted to the official list of ASX have been released from voluntary escrow.

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

For more information, please contact:

Investor Enquiries

Stephanie Carroll
Chief Financial Officer
investor.relations@adorebeauty.com.au

Media

Sue Cato
cato@catoandclive.com

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.

Adore Beauty Group Limited
ABN 78 636 138 988

Level 1, 421 High Street, NORTHCOTE, VIC, 3070, AUSTRALIA
e: investor.relations@adorebeauty.com.au | w: www.adorebeautygroup.com.au

Form 605

Corporations Act 2001
Section 671B

Notice of ceasing to be a substantial holder

To Company Name I Scheme Adore Beauty Group Limited (Adore Beauty)

ACNIARSN 636 138 988

1. Details of substantial holder(1)

Name Adore Beauty (and the persons named in Annexure A) (Adore Beauty Group)

ACN I ARSN (if applicable) 636 138 988

The holder ceased to be a
substantial holder on30 / 08 / 2021

The previous notice was given to the company on

27 / 10 / 2020

The previous notice was dated

27 / 10 / 2020

2. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest (2) of the substantial holder or an associate (3) in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant changed	Nature of change (4)	Consideration given in relation to change(5)	Class (6) and number of securities affected	Person's votes affected
30/08/2021	Adore Beauty Group	The Adore Beauty Group ceased to have a deemed relevant interest in fully paid ordinary shares in the Company upon the expiry of the relevant escrow agreements entered into between the Company and those shareholders on or about the date of the prospectus dated 7 October 2021	Nil	54,199,164 ordinary shares	54,199,164 ordinary shares

3. Changes in association

The persons who have become associates (3) of, ceased to be associates of, or have changed the nature of their association (7) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Nil

4. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Adore Beauty Group Limited	Level 1, 421 High Street, Northcote VIC 3070

Signature

Print name Justin Ryan capacity Director


sign here _____ date 02/09/2021

ANNEXUE A – LIST OF ASSOCIATES

This is Annexure A of 1 page referred to in the Form 605 (cease to be a substantial shareholder)



Signature of Justin Ryan

Position: Director

Date: 02/09/2021

Subsidiary of Adore Beauty	Address
Tate Midco Pty Ltd ACN 636 139 243	Level 1, 421 High Street, Northcote VIC 3070
Tate Bidco Pty Ltd ACN 636 139 485	Level 1, 421 High Street, Northcote VIC 3070
Adore Beauty Pty Limited ACN 123 655 783	Level 1, 421 High Street, Northcote VIC 3070
Northside Brands Pty Ltd ACN 648 673 769	Level 1, 421 High Street, Northcote VIC 3070