

Adore Beauty Group Limited ABN 78 636 138 988

ASX ANNOUNCEMENT

2 September 2021

2021 Annual General Meeting

Adore Beauty Group Limited (ASX: ABY) (**Adore Beauty**) advises that in accordance with ASX Listing Rule 3.13.1, it will hold its 2021 Annual General Meeting on Friday, 12 November 2021.

Further details regarding the 2021 Annual General Meeting will be advised in the Notice of Meeting that will be provided to shareholders and released to ASX in due course.

The closing date for the receipt of nominations from persons wishing to be considered for election as a director is Friday, 10 September 2021.

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

For more information, please contact:

Investor Enquiries

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.