

ADOREBEAUTY

GROUP

Adore Beauty Group Limited
ABN 78 636 138 988

ASX ANNOUNCEMENT

2 November 2021

Adore Beauty Board Changes

Adore Beauty Group Limited (**ASX: ABY**) (**Adore Beauty** or **Company**) announces the following changes to the Board of Directors, with immediate effect:

- Marina Go, Independent Non-Executive Director has been appointed as Chair of the Board; and
- Justin Ryan will retire from the Board as Non-Executive Director and as Chair.

Mr Ryan said, "I am proud to have been involved in Adore Beauty's journey to being a listed company. Adore Beauty has a tremendous future and I leave the role knowing that it has the right strategy and the right board and management team in place. I believe now is the right time to stand back as Chair of Adore Beauty and make way for an Independent Non-Executive Chair so the Company can transition to a majority Independent Board. I will retain my shareholding in Adore Beauty, and remain very optimistic about the Company's growth prospects."

Mr Ryan has been a Director of Adore Beauty since 2019 and has made a significant contribution to the Board and Company. The Board of Adore Beauty thanks Justin Ryan for his service and commitment during an important time for the Company.

Ms Go was appointed to the Board of Adore Beauty in October 2020 as an Independent Non-Executive Director and is Chair of the People and Remuneration Committee. Ms Go has worked in executive roles across a range of listed and private companies and in non-executive roles across a diverse range of sectors, including significant experience in the retail and media sectors.

Ms Go is a Non-Executive Director on the boards of Transurban Group (effective from 1 December 2021), Energy Australia, 7-Eleven and Autosports Group and the Chair of Netball Australia.

Ms Go holds a Bachelor of Arts from Macquarie University and a Master of Business Administration from the University of New South Wales. She is a member of O'Connell Street Associates, the Australian Institute of Company Directors and Chief Executive Women.

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

ADOREBEAUTY

GROUP

Given the Chair of Adore Beauty is now an Independent Non-Executive Director, the Non-Independent Chair Policy is no longer required.

The Adore Beauty Board will seek to appoint an additional Independent Non-Executive Director in the near future, which will result in the Board consisting of a majority of Independent Non-Executive Directors.

This announcement was authorised by the Board of Directors.

For more information, please contact:

Tennealle O'Shannessy

Chief Executive Officer

investor.relations@adorebeauty.com.au

Stephanie Carroll

Chief Financial Officer

investor.relations@adorebeauty.com.au

Sue Cato

Media

cato@catoandclive.com

Ends

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