

17 February 2022

The Manager
Company Announcements Office
ASX Limited
20 Bridge Street
SYDNEY NSW 2000

By electronic lodgement

Dear Sir/Madam

Re: Notice of ceasing to be a substantial holder – Adore Beauty Group Limited (ABY)

We enclose notice of ceasing to be a substantial holder in Adore Beauty Group Limited. This notice is given by Greencape Capital Pty Ltd.

Yours faithfully



Linda Matthews
Company Secretary

Form 605

Corporations Act 2001
Section 671B

Notice of ceasing to be a substantial holder

To Company Name/Scheme **Adore Beauty Group Limited**

ACN/ARSN **063 138 988**

1. Details of substantial holder (1)

Name **Greencape Capital Pty Ltd**

ACN/ARSN (if applicable) **120 328 529**

The holder ceased to be a substantial holder on **15/02/2022**

The previous notice was given to the company on **26/11/2020**

The previous notice was dated **26/11/2020**

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 interest changed	Nature of change (4)	Consideration given in relation to change (5)	Class (6) and number of securities affected	Person's votes affected
Refer Annexure 1	Greencape Capital Pty Ltd	Refer Annexure 1	Refer Annexure 1	Refer Annexure 1	Refer Annexure 1

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:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	N/A

4. Addresses

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

Name	Address
Greencape Capital Pty Ltd	Level 2, 5 Martin Place, Sydney NSW 2000

Signature

print name **Linda Matthews** Capacity **Company Secretary**

sign here  date **17/02/2022**

DIRECTIONS

(1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 4 of the form.

(2) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.

(3) See the definition of "associate" in section 9 of the Corporations Act 2001.

(4) Include details of:

(a) any relevant agreement or other circumstances because of which the change in relevant interest occurred. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and

(b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.

(5) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

(6) The voting shares of a company constitute one class unless divided into separate classes.

(7) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.



Linda Matthews
Company Secretary of Greencape Capital Pty Ltd

Transactions:

Company

Name/Scheme: Adore Beauty Group Limited (ABY)

As at: 15/02/2022

Class of security: Ordinary Fully Paid

Date of Change	Holder of relevant interest	Nature of Change	Consideration	Number of Securities	Person's Votes Affected
30/12/2020	Greencape Capital Pty Ltd	Buy	2,289	414	414
30/12/2020	as above	Buy	299	54	54
30/12/2020	as above	Buy	22,078	3,994	3,994
30/12/2020	as above	Buy	1,194	216	216
30/12/2020	as above	Buy	6,965	1,260	1,260
09/09/2021	as above	Buy	94,656	19,200	19,200
09/09/2021	as above	Buy	976,140	198,000	198,000
09/09/2021	as above	Buy	644,351	130,700	130,700
09/09/2021	as above	Buy	2,406,308	488,095	488,095
09/09/2021	as above	Buy	305,660	62,000	62,000
09/09/2021	as above	Sell	2,576,788	-522,675	522,675
09/09/2021	as above	Sell	1,850,328	-375,320	375,320
16/12/2021	as above	Buy - transfer	459,458	113,167	113,167
20/12/2021	as above	Buy	1,321,946	330,900	330,900
20/12/2021	as above	Sell	1,321,946	-330,900	330,900
15/02/2022	as above	Sell	21,373	-8,272	8,272
15/02/2022	as above	Sell	34,432	-13,326	13,326
15/02/2022	as above	Sell	10,100	-3,909	3,909
15/02/2022	as above	Sell	11,010	-4,261	4,261
15/02/2022	as above	Sell	3,630	-1,405	1,405
15/02/2022	as above	Sell	22,807	-8,827	8,827
15/02/2022	as above	Sell	117,476	-44,048	44,048
15/02/2022	as above	Sell	189,250	-70,960	70,960
15/02/2022	as above	Sell	55,522	-20,818	20,818
15/02/2022	as above	Sell	60,506	-22,687	22,687
15/02/2022	as above	Sell	19,954	-7,482	7,482
15/02/2022	as above	Sell	125,362	-47,005	47,005
15/02/2022	as above	Sell	57,904	-20,680	20,680
15/02/2022	as above	Sell	93,279	-33,314	33,314
15/02/2022	as above	Sell	27,364	-9,773	9,773
15/02/2022	as above	Sell	29,826	-10,652	10,652
15/02/2022	as above	Sell	9,836	-3,513	3,513
15/02/2022	as above	Sell	61,790	-22,068	22,068
			Total Number of Securities	-233,895	