

# ADOREBEAUTY

GROUP

Adore Beauty Group Limited  
ABN 78 636 138 988

## ASX ANNOUNCEMENT

27 September 2024

### Retirement of Director

Adore Beauty Group Limited (ASX: ABY) (**Adore Beauty** or **Company**) advises that James Height has notified the Board of his intention to retire as a Non-Executive Director of the Company with effect from the Annual General Meeting of Adore Beauty, which will be held on Friday, 22 November 2024.

Adore Beauty Chair, Marina Go, said James Height has made an exceptional contribution to the Company since the Company was founded in 2000 and has played a pivotal role in the founding and growth of Adore Beauty.

“As a co-founder of Adore Beauty, James has been instrumental in the growth and success of the Company. James was a Director and joint CEO since the Company's formation in 2000 until 2018 and then was the sole CEO between 2018 and August 2020.

James was most recently an Executive Director and Chief Data Officer at Adore Beauty before transitioning to be a Non-Executive Director of the Company in 2023.

On behalf of the Board, I extend our gratitude to James for his significant contributions to Adore Beauty and wish him well for the future.”

James Height said “As I step down from the Board, I reflect with immense pride what we have built at Adore Beauty. I am confident Adore Beauty will continue to thrive and innovate, and I look forward to seeing its future successes, knowing it has the right strategy, Board and Management in place. I remain a committed shareholder of Adore Beauty.”

The Board confirms that it has been advised by James Height that he has no current intention to sell his shares in Adore Beauty, and he remains committed to Adore Beauty and its future growth prospects.

The Board will seek to appoint an additional Independent Non-Executive Director in the near future.

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

For more information, please contact:

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