

# ADOREBEAUTY

## GROUP

Adore Beauty Group Limited  
ABN 78 636 138 988

### ASX ANNOUNCEMENT

5 September 2025

#### Board update

Adore Beauty Group Limited (**ASX: ABY**) (**Adore Beauty** or **Company**) advises that:

- Marina Go, Chair of the Board, has notified the Board of her intention to retire as Chair and as an Independent Non-Executive Director of Adore Beauty at the conclusion of the Company's 2025 Annual General Meeting, scheduled to be held on 21 November 2025; and
- Kate Morris, Non-Executive Director and Co-Founder of Adore Beauty has notified the Board that she will retire as a Non-Executive Director on 30 September 2025.

#### **Retirement of Marina Go**

Marina Go has served on the Board of Adore Beauty since 2020 and was appointed Chair in 2021. During this time, Ms Go has made a significant contribution to the Company, providing strong leadership and guidance through periods of growth.

Commenting on her retirement, Marina Go said: *"It has been a privilege to work alongside the Board and executive team of Adore Beauty over the past five years. I am confident that Adore Beauty is well placed to deliver on its growth strategy and I have full confidence in the Adore Beauty team. I look forward to following the Company's continued success as a shareholder."*

The Board expresses its sincere gratitude to Marina Go for her outstanding leadership and commitment over the last five years; leading Adore Beauty with integrity and dedication and leaving the Company well positioned for the future.

#### **Retirement of Kate Morris**

Kate Morris is a Co-Founder of Adore Beauty and was Director and Joint CEO with James Height from the Company's formation in 2000 until 2018 when she became an Executive Director. Kate Morris transitioned to Non-Executive on 1 July 2023. Kate Morris has been instrumental in establishing and shaping the Company since its foundation. James Height was appointed as an alternate director for Kate Morris on 27 June 2025 and will also cease to be an alternate director at the time of Kate Morris' retirement.

Commenting on her retirement, Kate Morris said: "As the Co-Founder of Adore Beauty, stepping down from the Board is a significant moment for me personally. I reflect with immense pride on what we've built – from an early-stage idea to the business it is today. I have every confidence in the strategy, the strength of the Board and the capability of the leadership team to guide Adore Beauty through its next phase of growth and innovation. While I'm stepping back from a formal role, I remain a committed and supportive shareholder and look forward to seeing Adore Beauty's continued success."

Chair Marina Go said: "On behalf of the Board, I would like to express our deep appreciation to Kate for her vision, passion and unwavering commitment to building Adore Beauty from the ground up. Kate has been a driving force behind the Company's journey – from its earliest days to the strong and resilient business it is today. Kate's entrepreneurial spirit and long-term perspective have left an enduring legacy, not just within the Company, but across the industry. While Kate and James will no longer serve on the Board, we are grateful that they remain committed shareholders and supporters of Adore Beauty."

As disclosed in the Company's Prospectus dated 7 October 2020, Kate Morris and James Height (together, the **Founders**) entered into a Relationship Deed with the Company on 6 October 2020. Under the terms of the Relationship Deed, for so long as the as the Founders hold (in aggregate) at least 10% of the issued shares in Adore Beauty, they have the right to nominate one Director to the Board (**Nominee Director**). The Nominee Director would be required to stand for election at the annual general meeting following their election in the ordinary course. The Founders have indicated that they intend to nominate a Nominee Director in due course.

The Board is undertaking a process to identify and appoint a new Chair. A further announcement will be made in due course once this process is complete.

*This release has been authorised by the Board of Adore Beauty.*

For more information, please contact:

**Sacha Laing/Stephanie Carroll**  
CEO/CFO  
Investor.relations@adorebeauty.com.au

**Jasmine Walters**  
Media  
Jasmine.walters@automicgroup.com.au  
+ 61 498 209 929

**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 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 more than 300+ brands and 14,000 products. Adore Beauty operates in Australia and New Zealand.

For further information please visit [www.adorebeautygroup.com.au](http://www.adorebeautygroup.com.au)