

ADOREBEAUTY

GROUP

Adore Beauty Group Limited
ABN 78 636 138 988

ASX ANNOUNCEMENT

17 October 2025

Board update

Adore Beauty Group Limited (ASX: ABY) (Adore Beauty or Company) is pleased to announce the appointment of Mr Jason Murray as an Independent Non-Executive Director, effective 1 November 2025. Mr Murray will stand for election at the Company's 2025 Annual General Meeting (**AGM**) to be held on 21 November 2025. Subject to his election by shareholders at the 2025 AGM, Mr Murray will be elected as Chair of the Board to replace Marina Go, who previously announced her intention to retire from the Board at the conclusion of the 2025 AGM.

Mr Murray brings extensive retail experience to the Board, having served as CEO of several major multi-branded retail companies over the past two decades. His executive career includes CEO and Managing Director roles at Just Group Ltd (encompassing the Just Jeans, Jay Jays, Portmans, Dotti, Jacqui E, Peter Alexander, and Smiggle brands) as well as CEO of Pepkor South East Asia (Best & Less, Harris Scarfe, and Postie Plus) from 2012 until 2018. Mr Murray was an Executive Director of Pepkor Holdings Limited (South Africa) through most of this period.

Mr Murray rejoined Best & Less Group Holdings Ltd ('BLG') as a co-investor and Group CEO after its acquisition by Allegro Private Equity in 2019. He led BLG through an ASX listing in 2021 and then served as Non-Executive Chair and later Executive Chair until its acquisition by a consortium led by BBRC in 2023. Mr Murray is currently a part-time Board advisor and external consultant to the Brand Collective retail business, which is a major subsidiary of the Larry Kestelman Group.

In announcing the appointment, the current Chair Marina Go commented, "*Adore is delighted to welcome Jason as a Non-Executive Director and Chair-elect. He brings relevant experience and a deep understanding of strategy, retail operations and creating winning cultures. I am very confident about the positive contribution Jason will make to our Board and our Company as a whole.*"

Mr Murray commented, "*I am excited to join Adore Beauty Group Limited and look forward to working with my fellow directors, Sacha and his team on the strategies and execution needed to deliver outstanding retail experiences for our customers and attractive returns for our shareholders.*"

Adore Beauty Group Limited
ABN 78 636 138 988

Level 7, 324 St Kilda Road, Southbank, Vic 3006, AUSTRALIA
e: investor.relations@adorebeauty.com.au | w: www.adorebeautygroup.com.au

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

+ 61 498 209 019

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

Adore Beauty Group Limited

ABN 78 636 138 988

Level 7, 324 St Kilda Road, Southbank, Vic 3006 , AUSTRALIA

e: investor.relations@adorebeauty.com.au | w: www.adorebeautygroup.com.au