

ADOREBEAUTY

— G R O U P —

Adore Beauty Group Limited
ABN 78 636 138 988

ASX ANNOUNCEMENT

4 February 2026

Appointment of Joint Company Secretary

Further to the announcement made on 2 December 2025, Adore Beauty Group Limited (**ASX: ABY**) (**Adore Beauty**) advises that, in accordance with ASX Listing Rule 3.16.1, Ms Stephanie Carroll has resigned as Joint Company Secretary. The Board has appointed Mr Marcus Crowe as Joint Company Secretary effective immediately.

Ms Anna Sandham continues as Joint Company Secretary and in accordance with ASX Listing Rule 12.6, remains the person responsible for communications with ASX.

The Board thanks Ms Carroll for her service as both CFO and Company Secretary.

Ends

This announcement was authorised by the CEO of Adore Beauty.

For more information, please contact:

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About Adore Beauty

Founded in 2000, Adore Beauty Group is a leading multi-banner beauty, lifestyle and wellness retailer. The Group includes Adore Beauty, Australia's first beauty-focused e-commerce destination, and iKOU a leading wellness and beauty brand born in the Blue Mountains of NSW.

Adore Beauty was established with a vision to help customers feel more confident every day by delivering an empowering and engaging beauty shopping experience personalised to their needs. Over time, the business has evolved into an integrated omni-channel retailer, combining a market-leading online platform with a national network of retail stores.

Adore Beauty Group offers a broad and diverse range of more than 300 brands and 15,000 products across beauty, wellness and lifestyle categories, and operates in Australia and New Zealand.

For further information please visit www.adorebeautygroup.com.au

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