

ADOREBEAUTY

GROUP

Adore Beauty Group Limited

ABN 78 636 138 988

ASX ANNOUNCEMENT

28 July 2026

Chief Financial Officer Update

Adore Beauty Group Limited (ASX: ABY) (Adore Beauty or Group) announces that Chief Financial Officer and Joint Company Secretary, Marcus Crowe, has tendered his resignation for personal reasons. Mr Crowe will remain with the Company for a transition period to support an orderly handover of his responsibilities.

CEO Sacha Laing said: *I would like to thank Marcus for his contribution to the business, he has been a trusted advisor, and the Board and I are grateful for his commitment, professionalism and leadership. Marcus leaves with our sincere thanks and support. While we are sorry to see him leave, we wish him every success for the future.*

The Company has commenced a recruitment process to appoint a permanent Chief Financial Officer.

In the interim period, Kylie Archer has been appointed Interim Chief Financial Officer on a contract basis and will commence immediately. Ms Archer is an experienced listed-company finance executive with extensive CFO and ASX reporting experience.

This release has been authorised by the CEO of Adore Beauty Group.

For more information, please contact:

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About Adore Beauty Group

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.

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