

ADOREBEAUTY

GROUP

Adore Beauty Group Limited
ABN 78 636 138 988

ASX ANNOUNCEMENT

7 September 2026

Appointment of Chief Financial Officer

Adore Beauty Group Limited (ASX: ABY) (Adore Beauty or Group) announces that, further to the announcement made on 28 July 2026, Ms Kylie Archer has been appointed as Chief Financial Officer on a permanent basis.

Ms Archer is a highly experienced finance executive with a diverse background across retail, services and construction. She has a strong track record partnering with executive leadership teams to drive growth and value creation, supported by deep financial, commercial and strategic expertise.

Prior to joining Adore, Ms Archer held senior roles at Roberts Co, Winning Group and Seafolly. Most recently, Ms Archer was the Chief Financial Officer and Company Secretary at ASX-listed Nick Scali Limited.

Ms Archer is a Fellow Certified Practising Accountant (FCPA) and a Graduate of the Australian Institute of Company Directors (GAICD).

CEO Sacha Laing said: *I am delighted to have Kylie join Adore Beauty on a permanent basis. Kylie brings significant listed company CFO experience and a strong track record in financial stewardship, strategic planning and investor relations.*

Ms Archer said: *I am very pleased to be joining Adore Beauty at an important stage in its growth journey. I look forward to working with the Adore Board and Sacha to build on the strong foundations the business has established as we move into the next phase of profitable growth.*

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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