

Form 605
Corporations Act 2001
Section 671B

Notice of ceasing to be a substantial holder

To Company Name/Scheme Adore Beauty Group Limited (Adore Beauty)

ACN/ARSN 636 138 988

1. Details of substantial holder (1)

Name Adore Beauty SaleCo Limited ACN 643 792 698 (SaleCo)
QPE Growth, LP, Kate Morris and James Height (together the **Securityholders**)

ACN/ARSN (if applicable) As above

The holder ceased to be a
substantial holder on 27 October 2020

The previous notice was given to the company on 23 October 2020

The previous notice was dated 23 October 2020

2. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest (2) of the substantial holder or an associate (3) in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (4)	Consideration given in relation to change (5)	Class (6) and number of securities affected	Person's votes affected
27 October 2020	SaleCo and Securityholders	Transfer of ordinary shares held by SaleCo to investors under the offer	\$6.75 per ordinary share	34,000,000 ordinary shares	34,000,000

3. Changes in association

The persons who have become associates (3) of, ceased to be associates of, or have changed the nature of their association (7) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	N/A

4. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Adore Beauty SaleCo Limited	Level 1, 421 High Street, Northcote VIC 3070
QPE Growth, LP	Level 30, 126 – 130 Phillip Street, Sydney NSW 2000
Kate Morris	18 Henry St, Northcote VIC 3070
James Height	18 Henry St, Northcote VIC 3070

Signature

print name	Justin Ryan	capacity	Director
sign here	<i>Justin Ryan</i>	date	27/10/2020