

ADOREBEAUTY

GROUP

Adore Beauty Group Limited
ABN 78 636 138 988

ASX ANNOUNCEMENT

7 May 2021

Clarification regarding active customers

Adore Beauty Group Limited (ASX:ABY) (**Adore Beauty** or **Company**) wishes to clarify, further to its Trading Update dated 6 May 2021, the following information regarding its active customers.

In the H1 FY2021 results, announced to ASX on 23 February 2021, Adore Beauty reported 777,000 active customers for the 12 month period ended 31 December 2020. The relevant PCP comparison is 427,000 active customers over the 12 months to 31 December 2019. This represents an 82% increase year on year.

As stated in the Trading Update dated 6 May 2021, Adore Beauty had 687,000 active customers at the end of Q3 FY21. This number is reflective of a 9 month period, rather than a 12 month period.

The relevant PCP comparison is 406,000 active customers over the 9 months to 31 March 2020. Therefore, there was a 69% increase when comparing 9 months to 31 March 2021, with the same nine-month period in the previous financial year.

This announcement was authorised by the Chair.

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About Adore Beauty

Launched in 2000 as Australia's first beauty focused e-commerce website with a vision to help women feel more confident and fabulous 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 over 260 brands and 10,800 products. Adore Beauty operates in Australia and New Zealand. For further information please visit www.adorebeautygroup.com.au.

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