

# ADOREBEAUTY

GROUP

Adore Beauty Group Limited  
ABN 78 636 138 988

## ASX ANNOUNCEMENT

10 August 2022

### Resignation of Chief Executive Officer

Adore Beauty Group Limited (ASX: ABY) (**Adore Beauty** or **Company**) advises that Chief Executive Officer, Tennealle O'Shannessy has resigned and will leave Adore Beauty in February 2023.

Tennealle has accepted the position of Chief Executive Officer and Managing Director of IDP Education Limited (ASX: IEL). Tennealle will remain with Adore Beauty until February 2023, supporting the transition to a new CEO.

Chair of the Board, Marina Go said: "On behalf of the Board and all of the Adore Beauty team, I would like to thank Tennealle for her outstanding leadership and contribution during a particularly challenging couple of years. As CEO, Tennealle has done an excellent job delivering Adore Beauty's financial and operational successes, including exceeding all Prospectus<sup>1</sup> forecasts, and leaves the business well-positioned for future growth.

"The foundations of our long-term growth strategy are now in place with our mobile app, loyalty program, and first 'owned brand' all launched and scaling strongly in a market benefitting from the structural shift to e-commerce, which has seen us increase our active customer base by 90%<sup>2</sup> in two years."

Tennealle O'Shannessy said: "It has been a great privilege to work with an exceptionally skilled team whose enthusiasm and hard work have contributed so much to the growth and success of Adore Beauty. I wish to thank all of the Adore Beauty team for their passion, customer focus and dedication."

A global search will commence with the Board assisted by Egon Zehnder.

### This announcement was authorised by the Board of Directors

For more information, please contact:

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<sup>1</sup> Prospectus dated 7 October 2020.

<sup>2</sup> 12 months to 31 Mar 2020 compared to 12 months to 31 Mar 2022.

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## **About Adore Beauty**

Launched in 2000 as Australia's first beauty focused e-commerce website with a vision to help customers 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 more than 270 brands and 11,700 products.

Adore Beauty operates in Australia and New Zealand. For further information please visit

[www.adorebeautygroup.com.au](http://www.adorebeautygroup.com.au)

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