

ADOREBEAUTY

GROUP

Adore Beauty Group Limited
ABN 78 636 138 988

ASX ANNOUNCEMENT

27 June 2025

APPOINTMENT OF ALTERNATE NON-EXECUTIVE DIRECTOR

Adore Beauty Group Limited (ASX: ABY) (**Adore Beauty** or **Company**) announces the appointment of Mr James Height as an alternate non-executive director for Ms Kate Morris effective from 27 June 2025.

James is a co-founder of Adore Beauty and was a Director and joint CEO since the Company's formation in 2000 until 2018, sole CEO between 2018-2020 and Chief Data Officer between 2020-2023. He previously was an Executive Director of Adore Beauty until 2023 and Non-Executive Director until November 2024.

This announcement was authorised by the Board of Directors

For more information, please contact:

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Ends

About Adore Beauty

Launched in 2000 as Australia's first beauty focused e-commerce website with a vision to help customers feel more confident 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 300+ brands and 14,000+ products. Adore Beauty operates in Australia and New Zealand.

For further information please visit www.adorebeautygroup.com.au