Adore Beauty Group Limited ABN 78 636 138 988

ASX ANNOUNCEMENT

13 April 2021

Statement regarding Chair of Adore Beauty Group Limited

ADOREBEAUTY

– GROUP –

Adore Beauty Group Limited (ASX: ABY) (**Adore Beauty**) wishes to advise that Justin Ryan, Chair of Adore Beauty, has resigned as an employee of Quadrant but will remain Chair of the Board of Adore Beauty.

Under the Relationship Deed entered into by Adore Beauty with QPE Growth L.P., if Justin ceases to be employed by Quadrant, Quadrant can nominate a director to the Board of Adore Beauty.

Justin remains closely involved with Quadrant and will remain on the Board of a number of Quadrant Growth portfolio entities. Quadrant has advised Adore Beauty that it does not currently intend to appoint an additional director to the board of Adore Beauty.

This announcement was authorised by the Board of Directors.

For more information, please contact:

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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 230 brands and 11,000 products.

Adore Beauty operates in Australia and New Zealand. For further information please visit www.adorebeautygroup.com.au.

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