

ADOREBEAUTY

GROUP

Adore Beauty Group Limited
ABN 78 636 138 988

ASX ANNOUNCEMENT

29 January 2025

ADORE BEAUTY GROUP H1 FY25 TRADING UPDATE

Adore Beauty Group Limited (**ASX: ABY**) (**Adore Beauty** or **Company**) provides a preliminary update on its business and unaudited financial performance for the six months ended 31 December 2024 (H1 FY25), a period that saw strong early momentum of its strategy refresh. The Company delivered a strong EBIT¹ result and margin expansion as it progresses its near-term objectives of improving quality of revenue and underlying profitability.

Highlights:

- EBITDA¹ of \$4.6 million, up 94% on the prior corresponding period (PCP); EBITDA¹ margin at 4.4%
- EBIT¹ of \$2.7 million, up 118% on PCP; EBIT¹ margin at 2.6%
- Record Gross Margin of 35.9%, up 240bpts on PCP
- Revenue of \$103.0 million, up 2.3% on PCP
- Cash balance of \$11.7 million at 31 December 2024
- First Adore Beauty retail store opening on 1 February 2025

Commenting on Adore Beauty's H1 FY25 performance, CEO Sacha Laing said:

"Our first half result demonstrates the effectiveness of the early phases of our strategy refresh to improve Adore Beauty Group's quality of earnings and long-term profitability as we evolve over the next three years into a leading omni-channel beauty retailer. Our plans to open 25+ physical stores are on track and will deliver a material step change in our revenue growth and profitability metrics."

Adore Beauty's strong performance in H1 FY25 was driven by the implementation of key initiatives in its 3-year strategy that focus on near-term material profit growth, including:

- Improving quality of earnings through disciplined execution of promotional events;
- Accelerated growth of owned brands;
- Increased contribution of highly margin-accretive retail media; and
- Operating cost and working capital efficiencies.

¹ Excluding restructuring and acquisition costs.

Adore Beauty will open its first physical retail store this Saturday, 1 February, at Westfield Southland (VIC), with its second store opening at Watergardens (VIC) in early March. In addition, and in line with its strategy of growing owned brands through the retail channel in new geographic regions, the Company will open new iKOU branded stores in Berry (NSW) and Melbourne CBD (VIC) in March. The Company is planning to open 4-6 additional new Adore Beauty stores in CY2025.

Adore Beauty re-affirms its EBITDA margin guidance of 4-5% for FY25.

This release has been authorised by the CEO of Adore Beauty.

For more information, please contact:

Sacha Laing/Stephanie Carroll

CEO/CFO

Investor.relations@adorebeauty.com.au

Michelle Audsley

Media

michelle.audsley@automicgroup.com.au

+ 61 402 008 929

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

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Level 1, 421 High Street, NORTHCOTE, VIC, 3070, AUSTRALIA

e: investor.relations@adorebeauty.com.au | w: www.adorebeautygroup.com.au