

ADOREBEAUTY

GROUP

Adore Beauty Group Limited
ABN 78 636 138 988

ASX ANNOUNCEMENT

2 December 2025

Appointment of Chief Financial Officer

Adore Beauty Group Limited (**ASX: ABY**) (**Adore Beauty**) is pleased to announce the appointment of Mr Marcus Crowe to the position of Chief Financial Officer, effective from 27th January 2026.

Mr Crowe has over 20 years of broad experience in financial management, strategy and corporate governance across ASX listed and the tier one chartered environment and brings a wealth of leadership and commercial experience to Adore.

Prior to joining Adore, Mr Crowe held senior roles at retail companies Clark Rubber, The PAS Group Limited, Target and logistics group Boom Logistics Limited. Most recently, Mr Crowe was the Chief Financial Officer at ASX-listed Paragon Care Limited.

Mr Crowe holds a Bachelor of Commerce (Accounting, Commercial Law and Financial Planning) and is a Member of Chartered Accountants Australia and New Zealand and a Fellow Member of the Governance Institute of Australia.

Ends

This announcement was authorised by the CEO of Adore Beauty.

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 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 omni channel beauty retailer with a leading online platform and a national network of retail stores with a broad and diverse portfolio of more than 300+ beauty, wellness and lifestyle brands and over 15,000 products. Adore Beauty operates in Australia and New Zealand.

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

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