

**REACH**

Huddled Group PLC  
5 September 2024

**Huddled Group plc**

**("Huddled", the "Company" or the "Group")**

**Boop Beauty wins Marie Claire 2024 Sustainability Award**

Huddled Group plc (AIM: HUD), the circular economy e-commerce business, is pleased to announce that the Group's subsidiary, Boop Beauty, has won the Marie Claire 2024 Sustainability Award in the category of Small Business: Best Multi-Brand Retailer for beauty, health & wellness.

The Marie Claire Sustainability Awards recognise businesses that go above and beyond to prioritise both people and planet, demonstrating sustainable innovation in their products and services and holding themselves accountable in their business operations.

Launched in 2023 and acquired by Huddled in July 2024, Boop has been recognised for its contribution to sustainable business practices through working directly with beauty brands to help them stop remnant, surplus and discontinued products going to waste, by selling them via the BoopBeauty.co.uk website at a significant discount to their retail price. This innovative approach has been well received by the beauty industry, its customers, and now Marie Claire.

**Yasmine Amr, founder of Boop Beauty said:**

*"We are delighted to be recognised for our commitment to sustainable business practices in the beauty industry, which is a real testament to the passion of our team for creating a positive impact and preventing waste."*

*"Boop Beauty will relaunch its improved website on September 12<sup>th</sup>, and we look forward to welcoming new and existing customers alike. With an expanded range, even better prices, and a clear mission to stop waste, we're excited for the future."*

**- Ends -**

**Enquiries:**

For further information please visit [www.huddled.com/investors](http://www.huddled.com/investors), or contact:

**Huddled Group plc**

[investors@huddled.com](mailto:investors@huddled.com)

Martin Higginson

David Marks

Daniel Wortley

**Alma Strategic Communications (Financial PR)**

[huddled@almastrategic.com](mailto:huddled@almastrategic.com)

Rebecca Sanders-Hewett

Sam Modlin

Kieran Breheny

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