

**REACH**

Huddled Group PLC  
12 September 2024

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

**Launch of new Boop Beauty website**

Huddled Group plc (AIM: HUD), the circular economy e-commerce business, is pleased to announce that the Group's subsidiary, Boop Beauty, has today launched a new and improved website for customers. The new website can be found at [www.boopbeauty.co.uk](http://www.boopbeauty.co.uk).

Additionally, over the next 48 hours, visitors to the site will receive a free gift worth £54 with all orders over £10.

Boop Beauty specialises in the sale of discounted big brand cosmetics and beauty products, from Sol de Janerio, to Revolution Beauty, ESPA to Estee Lauder, providing consumers with savings of up to 80% off these products.

As announced on 5 September, the business was the recipient of a 2024 Marie Claire Sustainability Award in the category of Small Business: Multi-Brand Retailer for Beauty and Wellness, in recognition of its work to tackle the wasteful practice of discarding imperfect stock.

**- 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

*This is a Reach announcement and the information contained is not considered to be material or to have a significant impact on management's expectations of the Company's performance. Reach is an investor communication service aimed at assisting listed companies to distribute non-regulatory news releases into the public domain. Information required to be notified under the AIM Rules for Companies, Market Abuse Regulation or other regulation would be disseminated as an RNS regulatory announcement and not on Reach.*

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@lseg.com](mailto:ms@lseg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRALBMFTMTBBBBI

