

**Revolution Beauty Group plc**  
**("Revolution Beauty", the "Group", or the "Company")**

**Directorate Change**

Revolution Beauty Group, the multi-channel mass beauty brand, today announces that Lauren Brindley will stand down as Group Chief Executive Officer (CEO) and as a member of the Board on 31 May 2025. Lauren will be taking up the role of Chief Merchandising and Digital Officer at Ulta Beauty, Inc., the largest beauty retailer in the United States.

Upon Lauren's departure, Colin Henry will become interim CEO. Colin has been a Non-Executive Director of Revolution Beauty since August 2023, and has over 35 years of consumer goods and retail experience having held leadership roles at Jaeger, Esprit, Nike, Umbro, Polo Ralph Lauren and M&S. He is currently a Non-Executive Director of New Look.

A process to find a permanent CEO has now commenced and is being led by the Group Nominations Committee. Lauren will be working with Colin to ensure a seamless transition prior to beginning her new role.

**Alistair McGeorge, Revolution Beauty Chairman, commented:** "On behalf of the Board, I would like to thank Lauren for her considerable contribution to Revolution Beauty. We now have a clear strategy, a stronger management team, more efficient operations, and a sustainable financial model. Lauren leaves the Group well-placed for future success and we wish her all the best in her new role. Colin's time on the Board, which played a key role in defining the Group's new strategy, and his significant sector experience mean he is very well suited to take up the position of interim CEO."

**Lauren Brindley, Revolution Beauty CEO, commented:** "It has been a privilege to lead Revolution Beauty and our brilliant team. This is a business with unique capabilities, a loyal customer base and now a compelling strategy for future growth. I am confident that the focus on the Masterbrand and our core portfolio of products will continue to deliver benefits and I look forward to following the Group's success in the future."

*The information contained within this announcement is deemed by the Group to constitute inside information as stipulated under the Market Abuse Regulation (EU) No. 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018.*

**For further information please contact:**

**Investor Relations**

Lauren Brindley, CEO

Neil Catto, CFO

[Investor.Relations@revolutionbeautypc.com](mailto:Investor.Relations@revolutionbeautypc.com)

**Panmure Liberum Limited (Nomad and Joint Broker):** Edward Thomas / Dru Danford / John More

Tel: +44 (0) 203 100 2222

**Zeus (Joint Broker):** Benjamin Robertson / Nick Cowles / Jordan Warburton

Tel: +44 (0) 161 831 1512

**Media enquiries**

**Headland Consultancy:** Matt Denham / Antonia Pollock

Tel: +44 (0)77 899 54356

[Revolutionbeauty@headlandconsultancy.com](mailto:Revolutionbeauty@headlandconsultancy.com)

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@seg.com](mailto:rns@seg.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

BOAGPUAACUPAPWQ