

THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION FOR THE PURPOSES OF ARTICLE 7 OF THE MARKET ABUSE REGULATION (EU) 596/2014 AS IT FORMS PART OF UK DOMESTIC LAW BY VIRTUE OF THE EUROPEAN UNION (WITHDRAWAL) ACT 2018 ("MAR"), AND IS DISCLOSED IN ACCORDANCE WITH THE COMPANY'S OBLIGATIONS UNDER ARTICLE 17 OF MAR.

FOR IMMEDIATE RELEASE

22 August 2025

Revolution Beauty Group Plc

("Revolution Beauty" or the "Company")

TERMINATION OF FORMAL SALE PROCESS

The Company announced on 21 May 2025 that the Board had decided to commence a "Formal Sale Process" for the Company (as referred to in Note 2 on Rule 2.6 of the City Code on Takeovers and Mergers) (the "**Formal Sale Process**").

Since that announcement, the Board has concluded that it has not received a proposal that would lead to an offer for the Company which would be recommendable by the Board, and the Board does not believe that continuing or expanding the Formal Sale Process will deliver an outcome that would satisfactorily meet the interests of all stakeholders. The Board therefore considers that it is in the interests of all shareholders to now terminate the Formal Sale Process. The Company has terminated discussions with all parties in relation to the Formal Sale Process and is not in receipt of any approaches.

As previously announced, the Company has continued to advance its engagement with its shareholders, including in respect of a potential equity raise, and the Board intends to announce a fundraising, including a placing via accelerated bookbuild, later today. A further announcement will follow shortly.

As a result of this announcement, the Company is no longer in an "Offer Period" as defined in the City Code on Takeovers and Mergers (the "**Takeover Code**") and, accordingly, the dealing disclosure requirements under Rule 8 of the Takeover Code no longer apply.

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The person responsible for arranging this announcement on behalf of the Company is Neil Catto, Chief Financial Officer.

Notice related to financial advisers

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