

For immediate release

22 August 2025

boohoo group plc
("Debenhams Group", "Debenhams" or the "Company")

Update on Revolution Beauty

Following the announcement by Revolution Beauty Group plc ("Revolution") regarding its conditional fundraising of approximately £15m (the "Fundraise") Debenhams Group (DEBS.AIM) is pleased to confirm that it has signed an irrevocable undertaking to support Revolution and intends to subscribe for shares in the Fundraise proportionate to its entitlement.

Debenhams is also pleased to confirm that it is in discussions with Revolution around establishing a more formal commercial arrangement pursuant to which Revolution will supply certain Debenhams brands with branded cosmetics under a licence agreement on an exclusive basis, subject to a royalty payment.

Debenhams currently owns 86,346,538 Revolution shares, representing approximately 27.03% of Revolution's issued share capital.

Dan Finley Chief Executive Officer of Debenhams Group, commented:

"We are pleased to support Revolution's fundraising as the new team puts in place its strategic plans, and are excited by the synergies and opportunities that lie ahead. We see significant potential in collaborating more closely with Revolution, including through licensing arrangements that will allow Debenhams' brands to offer exclusive, high-quality cosmetics to our customers."

Enquiries

Debenhams Group

Phil Ellis, Chief Financial Officer

Tel: +44 (0)161 233 2050

Zeus Capital - Nominated Advisor and Joint Broker

Nick Cowles / Dan Bate / James Edis

Tel: +44 (0)161 831 1512

Benjamin Robertson

Tel: +44 (0)20 3829 5000

Panmure Liberum - Joint Broker

Max Jones / Ailsa MacMaster / Gaya Bhatt

Tel: +44 (0)20 3100 2000

Sodali & Co - Financial PR Adviser

Ben Foster / Louisa Henry

Tel: +44 (0)20 3984 0114

About Debenhams Group

Debenhams Group is an online powerhouse in fashion, home, and beauty, serving millions of customers across five shopping destinations: Debenhams, Karen Millen, boohoo, MAN and PLT. Debenhams Group dates back to 1778 when William Clark, a retail pioneer of the time, opened the UK's first department store. Today, the Group is home to Debenhams - which was relaunched in 2021 as an online department store - and leading online fashion retailers, including boohoo, PLT, MAN, and Karen Millen.

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 ms@lseg.com or visit 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

UPDSEFSUEEISELA

