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26 August 2025

Revolution Beauty Group plc

("Revolution Beauty" or the "Company")

Publication of Circular and Notice of General Meeting

Board Update

Publication of Circular and Notice of General Meeting

Further to the announcement made by the Company at 7.02 a.m. on 22 August regarding the Fundraise and the subsequent announcements made on 22 August and earlier today giving the results of the Placing and Subscription and the Retail Offer respectively, Revolution Beauty announces that the shareholder circular (the "**Circular**") providing further details of the Fundraise and containing a notice of General Meeting has today been published and is available to view on the Company's website at <https://revolutionbeautypc.com/>. The Circular is also being posted to the Company's Shareholders today.

The Fundraise is conditional, inter alia, on Admission and the passing of the Resolutions by Shareholders at the General Meeting, which is to be held at the offices of Macfarlanes LLP at 20 Cursitor Street, London, EC4A 1LT at 10.00 a.m. on 11 September 2025. As the Company's existing share allotment authorities are insufficient to allow the Fundraise to proceed, if either of the Resolutions is not passed, none of the Placing, Subscription or Retail Offer will proceed and the proposed strategic reset of Revolution Beauty's business will not be pursued.

Each of Debenhams, Tom Allsworth and Adam Minto have irrevocably undertaken to vote in favour of the Resolutions in respect of their own beneficial shareholdings representing, in aggregate, approximately 57.60% of the Existing Ordinary Shares.

Board Update

The Company is pleased to announce the return of Tom Allsworth to the business as Chief Executive Officer (CEO) to lead a revised and rebalanced business plan to set a clear path back to growth and long-term value creation. Colin Henry today stood down as interim CEO with immediate effect but will remain available to management during his six-month notice period.

Further information in accordance with Rule 17 and Schedule Two paragraph (g) of the AIM Rules for Companies (the "**AIM Rules**") is set out below.

Capitalised terms not otherwise defined in this announcement shall have the meaning given to them in the Circular.

For further information please contact:

Revolution Beauty Group plc

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AIM Rules: Schedule Two paragraph (g) disclosures

The following additional information is provided with regards to the appointment of Thomas Donald Allsworth, aged 59, in accordance with AIM Rule 17 and Schedule Two paragraph (g) of the AIM Rules.

Shareholding in the Company

Tom holds 48,838,993 ordinary shares in the Company. Tom has conditionally subscribed for 76,433,800 additional ordinary shares pursuant to the Subscription.

Current directorships and partnerships:

NRH 1 Ltd
TMH 50 Ltd
North Road Holdings Ltd
Allsworth Family Investments Limited
Medichem Properties (Walbrook West) Ltd
Elliot Park School Limited
Medichem Properties Ltd
Green Patch Developments Limited
Revolution Beauty Poland Spółka Z Ograniczoną Odpowiedzialnością

Past directorships and partnerships held within the last 5 years:

Medichem Properties (Walbrook Business Park) Ltd
TMH 70 Ltd
Influencer Overnight Limited
Revolution Beauty Nominees Ltd
Revolution Beauty Limited
Revolution Beauty QB Limited
Revolution Beauty Holdings Ltd
TMH30 Development Limited
Revolution Beauty UK Holdco Limited
Revolution Beauty Group Plc
Revolution Beauty Cosmetics Ltd
Revolution Beauty Germany GmbH
Revolution Beauty New Zealand Limited
Revolution Beauty Inc.

Tom Allsworth was a director of Medichem Manufacturing (International) Limited when it went into administration on 27 May 2016 with an estimated deficit to creditors of £4,045,356. The company was dissolved on 11 September 2018.

Tom Allsworth was a director of DGJ Hair Clinic Limited when it went into administration on 24 February 2011 with an estimated surplus to creditors of £737. The company was dissolved on 16 October 2016.

No further disclosures are required in accordance with Rule 17 or Schedule 2 paragraph (g) of the AIM Rules.

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