

**Revolution Beauty Group plc**

**Director/PDMR Dealing**

Revolution Beauty Group plc (**Company**), the multi-channel mass beauty brand, has been notified of the following transaction in the Company's shares. This announcement is made in accordance with Article 19(1) of the EU Market Abuse Regulation as incorporated into UK law through the European Union (Withdrawal) Act 2018.

1	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Iain McDonald				
2	<b>Reason for the notification</b>					
a)	Position/status	Non-Executive Chairman				
b)	Initial notification /Amendment	Initial notification				
3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Revolution Beauty Group plc				
b)	LEI	21380083TTJWXK677H17				
4	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of £0.01 each  ISIN: GB00BP7L1T61				
b)	Nature of the transaction	Purchase of shares				
c)	Price(s) and volume(s)	<table border="1"><thead><tr><th>Price</th><th>Volume</th></tr></thead><tbody><tr><td>£0.0295</td><td>333,334</td></tr></tbody></table>	Price	Volume	£0.0295	333,334
Price	Volume					
£0.0295	333,334					
d)	Aggregated information  - Aggregated volume  - Price	n/a				
e)	Date of the transaction	2025-09-16				
f)	Place of the transaction	AIMX				

For further information, please contact:

**Investor Relations**

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Neil Catto, CFO

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