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This announcement is an advertisement for the purposes of Rule 3.3.2 of the Prospectus Regulation Rules made by the Financial Conduct Authority (the "FCA") under section 73A of the United Kingdom's Financial Services and Markets Act 2000, as amended ("FSMA"). This announcement is not a prospectus and not an offer of shares or any other securities for sale and investors should not subscribe for or purchase any shares or securities referred to in this announcement except on the basis of the information in any final prospectus (the "Prospectus"), including the risk factors set out therein, that may be published by Project Glow Topco Limited or a new company to be inserted as its holding company (the "Company", the "The Beauty Tech Group" or "TBTG" and, together with its subsidiaries, the "Group") in due course in relation to the proposed offer (the "Offer") for sale of existing and new ordinary shares in the capital of the Company and admission ("Admission") of the ordinary shares in the Company (the "Shares") to trading on London Stock Exchange plc's main market for listed securities and to listing in the equity shares (commercial companies) category of the official list of the FCA (the Offer and Admission together, the "Transaction"). Upon such publication, a copy of the Prospectus will be available on the Company's website at <https://www.thebeautytechgroup.com/> subject to certain access restrictions.

**15 September 2025**

**Project Glow Topco Limited  
(the ultimate holding company of The Beauty Tech Group Limited)**

**Confirmation of Intention to Float on the Main Market of the London Stock Exchange**

Following the announcement on 8 September 2025 of its expected intention to float, Project Glow Topco Limited, the ultimate holding company of The Beauty Tech Group Limited, today confirms its intention to undertake an initial public offering and certain details of the Offer.

The Company intends to apply for admission of the Shares to the equity shares (commercial companies) category of the official list of the FCA and to trading on the main market of London Stock Exchange plc (the "London Stock Exchange") ("Admission") which is currently expected to occur in October 2025.

**Confirmation of Offer Details:**

- The Offer would be comprised of new shares to ensure a debt-free position at IPO with sufficient working capital to facilitate the Group's continued growth alongside a sale of existing shares by shareholders to ensure a sufficient free-float.
- The Offer would be a targeted offering to certain institutional investors in the United Kingdom and elsewhere outside the United States in reliance on Regulation S, alongside an offering to retail investors through Retail Book Limited ("RetailBook") in the United Kingdom only (the "Retail Offer"). Retail investors would be able to participate through RetailBook's partner network of investment platforms, retail brokers and wealth managers, subject to such partners' participation.
- Immediately following Admission, the Company is targeting a free float of at least 25% of issued share capital and expects that it would be eligible for inclusion in the FTSE UK indices.
- In connection with the Offer, each of the Company's directors and all existing shareholders are expected to agree to customary lock-up arrangements (subject to customary exceptions) restricting the disposal of Shares for a period of time following Admission.
- Any additional details in relation to the Offer, together with any changes to corporate governance arrangements, would be disclosed in a Prospectus, if and when published.

- The Company has engaged Berenberg as Sponsor, Bookrunner and Joint Financial Adviser and N.M. Rothschild & Sons Limited as Joint Financial Adviser in the event the Offer proceeds.

**For more information, please contact:**

**FTI Consulting (Public Relations adviser to TBTG)**

Alex Beagley  
Harriet Jackson  
Matthew Young  
Amy Goldup

T: +44 (0) 20 3727 1000  
tbtg@fticonsulting.com

**Berenberg (Sponsor, Bookrunner and Joint Financial Adviser)**

Clayton Bush  
Alex Wright  
Alix Mecklenburg-Solodkoff  
Smruthya Ganeshram  
Ryan Mahnke

T: +44 (0) 20 3207 7800

**Rothschild & Co (Joint Financial Adviser)**

Andrew Thomas  
Rob McCann  
Shannon Nicholls  
Tom Palmer  
Alexandra Loth

T: +44 (0) 20 7280 5000

**IMPORTANT LEGAL INFORMATION**

The contents of this announcement, which has been prepared by and is the sole responsibility of the Company, have been approved by Joh. Berenberg, Gossler & Co. KG, London Branch ("Berenberg") solely for the purposes of section 21(2)(b) of FSMA.

The information contained in this announcement is for background purposes only and does not purport to be full or complete. No reliance should be placed for any purposes whatsoever on the information contained in this announcement or its accuracy, fairness or completeness, including (without limitation) in connection with any contract or commitment or investment decision whatsoever.

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In the member states of the European Economic Area ("EEA"), this announcement is only addressed to and directed at persons who are qualified investors within the meaning of the Prospectus Regulation ("Qualified Investors"). The term "Prospectus Regulation" means either (a) Regulation (EU) 2017/1129 of the European Parliament and of the Council (as amended) on the prospectus to be published when securities are offered to the public or admitted to trading on a regulated market; and repealing Directive 2003/71/EC, or (b) the United Kingdom's version of Regulation (EU) 2017/1129 of the European Parliament and of the Council (as amended) on the prospectus to be published when securities are offered to the public or admitted to trading on a regulated market, which is part of United Kingdom's law by virtue of the European Union (Withdrawal) Act 2018, as applicable. In the United Kingdom, this announcement is only addressed to and directed at Qualified Investors in the United Kingdom who are reasonably believed by the Company to be persons of a kind described in Article 19 (Investment Professionals), Article 48 (High Net Worth Individuals) and Article 49 (High Net Worth Companies, Unincorporated Associations, etc) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended or any other recipient that is a Qualified Investor in the United Kingdom to whom an invitation or inducement to engage in investment activity (within the meaning of section 21 of FSMA) in connection with the sale of any securities of the Company may otherwise lawfully be communicated or caused to be communicated (together, "Relevant Persons").

Persons who fall outside these categories in the EEA or the United Kingdom, respectively, should not rely on or act upon the matters communicated in this announcement. Any investment activity to which this announcement relates (i) in the United Kingdom is available only to, and may be engaged in only with, Relevant Persons, and (ii) in any member state of the EEA is available only to, and may be engaged only with, Qualified Investors.

This announcement may contain forward-looking statements, which relate, inter alia, to the Group's proposed strategy, plans and objectives. Forward-looking statements are sometimes identified by the use of terminology such as (but not limited to) "believes", "expects", "may", "will", "could", "shall", "risk", "intends", "estimates", "aims", "plans", "predicts", "continues", "assumes", "positions" or "anticipates" or the negatives thereof, other variations thereon or comparable terminology. By its very nature, such forward-looking information requires the Company to make assumptions that may or may not materialise. Although the Directors consider that these assumptions are reasonable, such forward-looking statements may involve known and unknown risks, uncertainties, assumptions and other important factors beyond the control of the Company that could cause the actual performance or achievements of the Group to be materially different from such forward-looking statements. Past performance is not a reliable indicator of future results and, in particular, past performance of the Group cannot be relied upon as a guide to future performance. Forward-looking statements speak only as of the date they are made. Accordingly, you should not rely on any forward-looking statements and the Company, Berenberg and Rothschild expressly disclaim any obligation to disseminate any updates or revisions to such forward-looking statements. No statement in this announcement is intended as a profit forecast or a profit estimate and no statement in this announcement should be interpreted to mean that earnings per share for the current or future financial periods would necessarily match or exceed historical published earnings per share. As a result, you are cautioned not to place any undue reliance on such forward-looking statements. Neither the Company nor anyone else is under any obligation to update or keep current the information contained in this announcement.

No representation or warranty, express or implied, is given by or on behalf of the Company, Berenberg, Rothschild or any of their directors, officers, partners, employees, advisers, agents, affiliates, representatives or any other persons as to the accuracy, fairness, completeness, verification or sufficiency of the information or opinions contained in this announcement, that any forward-looking statements will come to pass or prove to be correct, or for any other statement made or purported to be made by them, or on their behalf, in connection with the Company, the Shares or the Transaction and nothing in this announcement will be relied upon as a promise or representation in this respect, whether as to the past or future. Save in the case of fraud, no liability is accepted for any errors, omissions or inaccuracies in any of the information or opinions in this announcement or for any loss, cost or damage suffered or incurred howsoever arising, directly or indirectly, from any use of this announcement or otherwise in connection with the subject matter of this announcement. Accordingly, each of the Company, Berenberg and Rothschild and each of their respective affiliates, branches, associates, subsidiary and parent undertakings and the subsidiary undertakings of their parent undertakings, and their respective directors, officers, unlimited partners, agents and employees, disclaims, to the fullest extent permitted by applicable law, all and any responsibility or liability, whether arising in tort, contract

or otherwise (save as referred to above), which it might otherwise have in respect of this announcement or any such statement.

Any subscription for or purchase of Shares in the possible Offer should be made solely on the basis of information contained in the Prospectus which may be issued by the Company in connection with the possible Offer. The information in this announcement is subject to change. Before subscribing for or purchasing any Shares, persons viewing this announcement should ensure that they fully understand and accept the risks which will be set out in the Prospectus, if published. This announcement shall not constitute, or form part of, any offer or invitation to sell, or any solicitation of any offer to acquire, any Shares or any other securities, nor shall it (or any part of it), or the fact of its distribution, form the basis of, or be relied on in connection with, or act as any inducement to enter into, any contract or commitment whatsoever.

The Company may decide not to go ahead with the possible Offer and there is therefore no guarantee that a Prospectus will be published, the Offer will be made or Admission will occur. Potential investors should not base their financial decision on this announcement. Acquiring investments to which this announcement relates may expose an investor to a significant risk of losing all of the amount invested. Persons considering making investments should consult an authorised person specialising in advising on such investments. This announcement does not constitute a recommendation concerning a possible Offer or to subscribe for or purchase Shares or any other securities. The value of shares can decrease as well as increase. Potential investors should consult a professional adviser as to the suitability of a possible Offer for the person concerned. Nothing contained herein constitutes or should be construed as investment, tax, financial, accounting or legal advice or a representation that any investment or strategy is suitable or appropriate to your individual circumstances.

Berenberg is authorised and regulated in Germany by the German Federal Financial Supervisory Authority and in the United Kingdom is authorised and regulated by the FCA, firm reference number 959302. N.M. Rothschild & Sons Limited ("Rothschild") is authorised and regulated in the United Kingdom by the FCA. Each of Berenberg and Rothschild (the "Banks") is acting exclusively for the Company and no one else in connection with the possible Offer and will not regard any other person (whether or not a recipient of this announcement) as a client in relation to the possible Offer and will not be responsible to anyone other than the Company for providing the protections afforded to their respective clients nor for giving advice in relation to the possible Offer or any transaction or arrangement referred to in this announcement. Each of the Banks and their respective affiliates may have engaged in transactions with, and provided various investment banking, financial advisory and other services to, the Company for which they would have received fees. Apart from the responsibilities and liabilities, if any, that may be imposed on them by FSMA or the regulatory regime established thereunder, or under the regulatory regime of any jurisdiction where the exclusion of liability under the relevant regulatory regime would be illegal, void or unenforceable, neither of the Banks accepts any responsibility whatsoever for, and makes no representation or warranty, express or implied, as to the contents of, this announcement or for any other statement made or purported to be made by either of the Banks, or on their respective behalf, in connection with the Company, the Shares or the possible Offer and nothing in this announcement will be relied upon as a promise or representation in this respect, whether or not to the past or future.

For the avoidance of doubt, the contents of the Company's websites, or any website directly or indirectly linked to the Company's websites, are not incorporated by reference into, and do not form part of, this announcement.