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**8 October 2025**

## **The Beauty Tech Group plc**

### **Admission to trading on the London Stock Exchange**

Further to the announcement on 3 October 2025 in connection with its initial public offering, The Beauty Tech Group announces that its entire issued ordinary share capital, consisting of 110,701,107 Shares, has today been admitted to the equity shares (commercial companies) category of the official list of the FCA and to trading on London Stock Exchange plc's main market for listed securities under the ticker "TBTG".

#### **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 Financial Adviser) T: +44 (0) 20 3207 7800**

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

**Rothschild & Co (Financial Adviser)**

Andrew Thomas  
Rob McCann  
Shannon Nicholls  
Tom Palmer

T: +44 (0) 20 7280 5000

**Alexandra Loth**

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Any subscription for or purchase of Shares in the Offer should be made solely on the basis of information contained in the Prospectus. 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 are set out in the Prospectus. 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.

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Solely for the purposes of the product governance requirements of Chapter 3 of the FCA Handbook Product Intervention and Product Governance Sourcebook (the "UK Product Governance Requirements"), and/or any equivalent requirements elsewhere to the extent determined to be applicable, and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any "manufacturer" (for the purposes of the UK Product Governance Requirements) may otherwise have with respect thereto, the Shares have been subject to a product approval process, which has determined that such Shares are (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in Chapter 3 of the FCA Handbook Conduct of Business Sourcebook and (ii) eligible for distribution through all permitted distribution channels (the "Target Market Assessment"). Notwithstanding the Target Market Assessment, "distributors" (for the purposes of the UK Product Governance Requirements) should note that (a) the price of the Shares may decline and investors could lose all or part of their investment, (b) the Shares offer no guaranteed income and no capital protection and (c) an investment in the Shares is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to any contractual, legal or regulatory selling restrictions in relation to the Offer. Furthermore, it is noted that, notwithstanding the Target Market Assessment, Berenberg will only procure investors who meet the criteria of professional clients and eligible counterparties.

For the avoidance of doubt, the Target Market Assessment does not constitute (a) an assessment of suitability or appropriateness for the purposes of Chapter 9A or 10A respectively of the FCA Handbook Conduct of Business Sourcebook or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the Shares.

Each distributor is responsible for undertaking its own target market assessment in respect of the Shares and determining appropriate distribution channels.

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.