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The Beauty Tech Group PLC
01 October 2026

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1 October 2026

The Beauty Tech Group plc
("**TBTG**" or the "**Company**")

Result of Share Buyback via Reverse Accelerated Bookbuild,
Total Voting Rights

On 17 September 2026, The Beauty Tech Group plc announced its intention to launch an up to £20 million share buyback programme to purchase ordinary shares of £0.10 each in the capital of the Company ("**Ordinary Shares**") (the "**Buyback Programme**"), in line with its capital allocation framework.

On 29 September 2026, the Company announced the launch of the Buyback Programme (the "**Launch Announcement**") by way of a reverse accelerated bookbuild ("**RABB**") noting that the balance of the Buyback Programme, not taken up by the RABB, would be expected to be undertaken by way of a rolling on-market buyback programme, details for which, if it were to proceed, would be announced separately.

The RABB provided an equitable opportunity for shareholders, and in particular pre-IPO shareholders, to tender their Ordinary Shares.

In accordance with the Board's commitment to disciplined capital allocation and maximising returns for shareholders as a whole, pursuant to the RABB, Joh. Berenberg, Gossler & Co. KG, London Branch ("**Berenberg**"), acting as riskless principal, will acquire 287,338 Ordinary Shares, amounting to 0.3% of the issued share capital of the Company, at a price of 400 pence per Ordinary Share (the "**RABB Buyback Price**") for a total consideration of approximately £1.15 million.

Based on the Company's share price of 454 pence per Ordinary Share at market close on 28 September 2026, being the last business day prior to the Launch Announcement, and having regard to the price sensitivity of other interest in the RABB, the Board determined that the RABB Buyback Price represents a highly attractive and value-accretive price for the Company and continuing shareholders.

Following settlement of the RABB and as part of the Buyback Programme, the Company intends to launch a rolling on-market buyback programme for the remaining up to approximately £18.85 million, further details of which, if it proceeds, would be announced shortly.

When combined with such a rolling on-market buyback programme for the remaining balance of the Buyback Programme, the RABB is expected to enhance the overall effect of the Buyback Programme on the Company's share capital.

Under the terms of the Repurchase Agreement (as defined in the Launch Announcement), Berenberg had a put option exercisable on or before 1 October 2026 (or at such later date agreed between Berenberg and the Company) to require the Company to purchase from Berenberg the Ordinary Shares purchased pursuant to the RABB at the RABB Buyback Price and the Company had a call option to require Berenberg to sell, at the RABB Buyback Price, those Ordinary Shares to it. The put option has been exercised by Berenberg. The Ordinary Shares purchased by the Company pursuant to the exercise of the put or call option will be cancelled (the "**Cancellation**"). Settlement of the RABB is expected to occur on 5 October 2026.

Total Voting Rights

On completion of the RABB and the Cancellation, the Company's issued ordinary share capital will be 110,413,769 Ordinary Shares and the total number of voting rights in the Company will be 110,413,769. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company, under the Disclosure Guidance and Transparency Rules of the Financial Conduct Authority.

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The person responsible for arranging for the release of this announcement on behalf of the Company is Sarah Clayton, General Counsel and Company Secretary.

Forward-looking statements

Cautionary Statement - Certain statements included or incorporated by reference within this announcement may constitute "forward-looking statements" in respect of the Company's group (the "**Group**") operations, performance, prospects and/or financial condition. Forward-looking statements are sometimes, but not always, identified by their use of a date in the future or such words and words of similar meaning as "anticipates", "aims", "due", "could", "may", "will", "should", "expects", "believes", "intends", "plans", "potential", "targets", "goal" or "estimates". By their nature, forward looking statements involve a number of risks, uncertainties and assumptions and actual results or events may differ materially from those expressed or implied by those statements. Accordingly, no assurance can be given that any particular expectation will be met, and reliance should not be placed on any forward-looking statement. Additionally, forward-looking statements regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. No responsibility or obligation is accepted to update or revise any forward-looking statement resulting from new information, future events or otherwise. Nothing in this announcement should be construed as a profit forecast. This announcement does not constitute or form part of any offer or invitation to sell, or any solicitation of any offer to purchase any shares or other securities in the Company, 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, any contract or commitment or investment decisions relating thereto, nor does it constitute a recommendation regarding the shares or other securities of the Company. Past performance cannot be relied upon as a guide to future performance and persons needing advice should consult an independent financial adviser. Statements in this announcement reflect the knowledge and information available at the time of its preparation. Liability arising from anything

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About The Beauty Tech Group

The Beauty Tech Group is a global leader in the rapidly growing at-home beauty technology market. The Group encompasses three distinct, innovative and premium beauty technology brands – CurrentBody Skin, ZIIP Beauty and Tria Laser – under which it develops, manufactures and retails At-Home Beauty Devices using aesthetic technologies which have been used in professional clinics for decades. These technologies include LED light, RF, microcurrent, and laser therapies. The Group sells its products in the UK and internationally via its D2C e-commerce channels and via selected international retailers.

The Company listed on the London Stock Exchange in October 2025 under the ticker LSE: TBTG and is headquartered in Cheshire, UK.

For more information visit: https://www.thebeautytechgroup.com/

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