RNS Number : 0978V
The Beauty Tech Group PLC
17 September 2026

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17 September 2026

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

Intention to Launch an up to £20m Share Buyback Programme

The Beauty Tech Group plc (LSE: TBTG), a global leader in the rapidly growing at-home beauty technology market, announces 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**").

The up to £20 million Buyback Programme, which is before associated fees, expenses, and stamp duty, is expected to commence in the next four weeks and will be carried out on the London Stock Exchange and conducted within the limits of the general authority to purchase Ordinary Shares granted by shareholders at the Company's annual general meeting held on 19 June 2026. The Buyback Programme will be undertaken by way of an on-market reverse accelerated bookbuild buyback or a rolling on-market buyback programme, or a combination of the two (subject to compliance with applicable law).

The purpose of the Buyback Programme will be to reduce the share capital of the Company, with the Ordinary Shares purchased under the Buyback Programme expected to be cancelled.

Instructions to purchase Ordinary Shares will not be given by the Company during closed periods or at any time where inside information has yet to be disclosed to the markets. The Buyback Programme may be cancelled or suspended at any time.

The Company intends to enter into an agreement with Joh. Berenberg, Gossler & Co. KG, London Branch ("**Berenberg**"), to manage the Buyback Programme.

Rationale

The launch of the Buyback Programme is consistent with the Company's disciplined capital allocation framework as set out in its prospectus dated 24 September 2025. That framework supports TBTG's long-term growth objectives whilst maintaining a strong financial position.

Following a period of strong operational performance and with the Company well positioned for the second half of the current financial year, the Company has a robust balance sheet with a substantial cash balance and resilient free cash generation. As set out in the Company's interim results, published today, the Company had net cash of approximately £52.0 million as at 30 June 2026.

The board of directors of the Company (the "**Board**") is committed to maintaining balance sheet efficiency and delivering optimal returns for shareholders. Having reviewed the current capital structure, liquidity, and near-term investment requirements of the Company's group (the

"**Group**"), the Board has concluded that the Company's cash reserves exceed those required to fund planned organic growth initiatives and execute its strategic roadmap.

Accordingly, the directors of the Company consider the Buyback Programme to be in the best interests of the Company and of its shareholders generally. The directors of the Company will not be participating in the Buyback Programme as sellers.

The Company is announcing this intention to launch the Buyback Programme to allow the Company (or representatives of the Company) to liaise with certain shareholders as regard logistics to be able to participate in the Buyback Programme, should they so wish.

The Company will make further announcements in due course once the Buyback Programme formally commences.

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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 Group's 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 in this announcement shall be governed by English law. Nothing in this announcement shall exclude any liability under applicable laws that cannot be excluded in accordance with such laws.

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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