RNS Number : 2516O
The Beauty Tech Group PLC
28 July 2026

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**The Beauty Tech Group plc**
**(the "Group")**

**Holding(s) in Company**

The Beauty Tech Group plc (LSE: TBTG), a global leader in the rapidly growing at-home beauty technology market, has been notified by JPMorgan Asset Management Holdings Inc. of the following change to its shareholding in the Group. The notification was submitted by JPMorgan Asset Management Holdings Inc. to the Group on time however, due to an administrative error at the Group, the Group is making the announcement now.

TR-1: Standard form for notification of major holdings

## 1. Issuer Details

**ISIN**

GB00BTWSXB68

**Issuer Name**

THE BEAUTY TECH GROUP PLC

**UK or Non-UK Issuer**

UK

## 2. Reason for Notification

An acquisition or disposal of voting rights

## 3. Details of person subject to the notification obligation

**Name**

JPMorgan Asset Management Holdings Inc.

**City of registered office (if applicable)**

Wilmington

**Country of registered office (if applicable)**

United States of America

## 4. Details of the shareholder

| Name | City of registered office | Country of registered office |
|---|---|---|
| JPMorgan Asset Management (UK) Limited | London | United kingdom |

## 5. Date on which the threshold was crossed or reached

07-May-2026

## 6. Date on which Issuer notified

08-May-2026

## 7. Total positions of person(s) subject to the notification obligation

| | % of voting rights attached to shares (total of 8.A) | % of voting rights through financial instruments (total of 8.B 1 + 8.B 2) | Total of both in % (8.A + 8.B) | Total number of voting rights held in issuer |
|---|---|---|---|---|
| Resulting situation on the date on which threshold was crossed or reached | 5.669475% | 1.723585% | 7.393060% | 8,184,205 |
| Position of previous notification (if applicable) | 4.078174% | 1.005437% | 5.083611% | |

## 8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

## 8A. Voting rights attached to shares

| Class/Type of shares ISIN code(if possible) | Number of direct voting rights (DTR5.1) | Number of indirect voting rights (DTR5.2.1) | % of direct voting rights (DTR5.1) | % of indirect voting rights (DTR5.2.1) |
|---|---|---|---|---|
| GB00BTWSXB68 | | 6,276,175 | | 5.669475% |
| Sub Total 8.A | 6,276,175 | | 5.669475% | |

## 8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

| Type of financial instrument | Expiration date | Exercise/conversion period | Number of voting rights that may be acquired if the instrument is exercised/converted | % of voting rights |
|---|---|---|---|---|
| Right to Recall | N/A | N/A | 1 | 0.000000% |
| Sub Total 8.B1 | | | 1 | 0.000000% |

## 8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

| Type of financial instrument | Expiration date | Exercise/conversion period | Physical or cash settlement | Number of voting rights | % of voting rights |
|---|---|---|---|---|---|
| Cash Settled - Equity Swaps | N/A | N/A | Cash | 1,908,029 | 1.723585% |
| Sub Total 8.B2 | | | | 1,908,029 | 1.723585% |

## 9. Information in relation to the person subject to the notification obligation

2. Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entities (please add additional rows as necessary)

| Ultimate controlling person | Name of controlled undertaking | % of voting rights if it equals or is higher than the notifiable threshold | % of voting rights through financial instruments if it equals or is higher than the notifiable threshold | Total of both if it equals or is higher than the notifiable threshold |
|---|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| JPMorgan Asset Management Holdings Inc | JPMorgan Asset Management (UK) Limited | 5.668405% | | 6.642956% |
| JPMorgan Asset Management Holdings Inc | J.P. Morgan Investment Management Inc | | | |

**10. In case of proxy voting**

**Name of the proxy holder**

**The number and % of voting rights held**

**The date until which the voting rights will be held**

**11. Additional Information**

Chain of controlled undertakings:

JPMorgan Asset Management Holdings Inc
JPMorgan Asset Management International Limited (100%)
JPMorgan Asset Management (UK) Limited (100%)

JPMorgan Asset Management Holdings Inc
J.P. Morgan Investment Management Inc. (100%)

**12. Date of Completion**

08-May-2026

**13. Place Of Completion**

Hyderabad, India

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