RNS Number : 2549Y
The Beauty Tech Group PLC
09 October 2026

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9 October 2026

Sale of Ordinary Shares in The Beauty Tech Group plc
("**TBTG**" or the "**Company**")

Laurence Newman, CEO and Andrew Showman, CTO, (together the **"Selling Shareholders"**) announce that they have each instructed the sale of 750,000 ordinary shares of 10 pence each in the capital of the Company (the **"Sale Shares"**) (the **"Transaction"**).

The aggregate number of Sale Shares subject to the Transaction is 1,500,000, which represents approximately 1.4% of the Company's issued share capital and less than 15% of the individual Selling Shareholders' respective holding in the Company.

The Transaction represents the first sale of shares for the Selling Shareholders since the Company's IPO in October 2025 and diversifies their asset base.

Following the Transaction, Laurence Newman will hold 4,293,224 ordinary shares of 10 pence each in the capital of the Company, representing approximately 3.9% of TBTG's issued share capital and Andrew Showman will hold 4,513,262 ordinary shares of 10 pence each in the capital of the Company, representing approximately 4.1% of TBTG's issued share capital.

The Board of the Company recognise the timing of the Transaction relative to the reverse accelerated bookbuild buyback (**"RABB"**) announced on 1 October 2026. Accordingly, the Board concluded that to help ensure equal treatment for shareholders, the Selling Shareholders be given authority to undertake the Transaction at a price which is not more than the RABB. As such the Sale Shares have been priced at 400 pence per share.

The Selling Shareholders have undertaken to the Company and Berenberg not to dispose of any further ordinary shares in TBTG for a period of 90 days following completion of the Transaction.

For further information, please contact:

The Beauty Tech Group plc Laurence Newman, Chief Executive Officer Sam Glynn, Chief Financial Officer	Via FTI Consulting
FTI Consulting Harriet Jackson Amy Goldup	T: +44 (0) 20 3727 1000 tbtg@fticonsulting.com

LEI: 9845005838FE7756E729

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

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This announcement and the information contained herein is for information purposes only and does not constitute or form part of any offer or an invitation to acquire or dispose of securities in the United States, Australia, Canada, Japan or South Africa or in any jurisdiction in which such an offer or invitation is unlawful.

The Sale Shares have not been, and will not be, registered under the US Securities Act of 1933, as amended (the "Securities Act"), or under the securities laws of any State or other jurisdiction of the United States, and, absent registration, may not be offered or sold, directly or indirectly, in or into the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in compliance with the securities laws of any relevant State or other jurisdiction of the United States. There has been and will be no public offering of the Sale Shares in the United States.

This announcement and the Sale Shares have not been approved or disapproved by the US Securities and Exchange Commission, any state securities commission or other regulatory authority in the United States, nor have any of the foregoing authorities passed upon or endorsed the merits of the Transaction or the accuracy or adequacy of this announcement. Any representation to the contrary is a criminal offence in the United States.

The distribution of this announcement and the offering or sale of the Sale Shares in certain jurisdictions may be restricted by law. No action has been taken by the Selling Shareholders, Berenberg or any of their respective affiliates that would, or which is intended to, permit a public offer of the Sale Shares in any jurisdiction, or possession or distribution of this announcement or any other offering or publicity material relating to the Sale Shares, in any jurisdiction where action for that purpose is required. It is the responsibility of persons into whose possession this announcement comes to inform themselves about and observe any applicable restrictions.

Berenberg, which is regulated by the Federal Financial Supervisory Authority in Germany and in the United Kingdom is authorised and regulated by the Financial Conduct Authority, has acted on the instructions of the Selling Shareholders' authorised agents in connection with the Transaction and will not be responsible to anyone else for providing the protections offered to the clients of Berenberg, nor for providing advice in relation to the Transaction or any matters referred to in this announcement.

1	**Details of the person discharging managerial responsibilities/person closely associated**	
(a)	Name	Laurence Newman
2	**Reason for the notification**	
(a)	Position/status	CEO
(b)	Initial notification/Amendment	Initial notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
(a)	Name	The Beauty Tech Group plc
(b)	LEI	9845005838FE7756E729
4	**Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**	
(a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary shares of £0.10 each ISIN: GB00BTWSXB68

(b)	Nature of the transaction	Disposal of Ordinary Shares
(c)	Price(s) and volume(s)	Price(s) Volume(s) £4.00 750,000
(d)	Aggregated information - Aggregated volume - Price	n/a
(e)	Date of the transaction	09 October 2026
(f)	Place of the transaction	London Stock Exchange (XLON)

1	**Details of the person discharging managerial responsibilities/person closely associated**	
(a)	Name	Andrew Showman
2	**Reason for the notification**	
(a)	Position/status	CTO / PDMR
(b)	Initial notification/Amendment	Initial notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
(a)	Name	The Beauty Tech Group plc
(b)	LEI	9845005838FE7756E729
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