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7 May 2026

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

Further to the announcement on 6 May 2026 in relation to a proposed placing of ordinary shares in The Beauty Tech Group plc, certain pre-IPO shareholders (the "**Sellers**"), with the consent of the Company and Joh. Berenberg, Gossler & Co. KG, London Branch ("**Berenberg**") in accordance with the terms of the Sellers' pre-IPO lock-in arrangements, have sold all of their indicated demand, representing, in aggregate, 8,796,535 ordinary shares in the Company (the "**Placing Shares**") at a price of 300 pence per share (the "**Placing**"). The Placing Shares represent approximately 7.9 per cent of the Company's issued share capital.

On completion of the Placing, the Sellers will be subject to a 90-day lock-in undertaking (itself subject to certain customary exceptions and/or waiver by Berenberg and the Company). The six month orderly market arrangement entered into at the time of the Company's IPO will continue to apply to both the Sellers and the other pre-IPO shareholders in the Company (excluding the Directors and the Senior Manager) in line with its original terms, that is, for six months following the expiry of the original lock-in on 25 May 2026. For the avoidance of doubt, the Directors and the Senior Manager did not participate in the Placing and remain subject to their lock-in arrangements as set out in the Company's prospectus dated 24 September 2025 ("**Prospectus**").

Berenberg acted as sole bookrunner in connection with the Placing.

The proceeds of the Placing are payable in cash on usual settlement terms and settlement of the Placing is expected to occur on a T+2 basis on 11 May 2026.

The Company will not receive any proceeds from the Placing.

Terms not defined in this announcement shall have the meaning given in the Prospectus.

For further information, please contact:

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No prospectus or offering document has been or will be prepared in connection with the Placing. Any investment decision to buy securities in the Placing must be made solely on the basis of publicly available information. Such information is not the responsibility of and has not been independently verified by the Company, the Sellers or Berenberg or any of their respective affiliates, who each expressly disclaim any liability for such information. The information contained in this announcement is for background purposes only and does not purport to be full or complete. No reliance may be placed for any purpose on the information contained in this announcement or its accuracy or completeness.

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