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The Beauty Tech Group PLC
13 October 2026

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13 October 2026

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

Launch of Rolling Buyback Programme

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**").

Further to this and the Company's announcement of 1 October 2026, TBTG announces that it has entered into a non-discretionary agreement with Berenberg to purchase, in aggregate, up to a maximum of 16,306,738 Ordinary Shares (pursuant to 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) or, if lower, Ordinary Shares for an aggregate purchase price of up to approximately £18.85 million (excluding any associated costs and stamp duty) and to make trading decisions under the ongoing on-market share buyback independently of the Company in accordance with certain pre-set volume and pricing parameters (the "**Rolling Buyback**"). The Rolling Buyback will commence today.

The purpose of the Rolling Buyback is to reduce the share capital of the Company. As such, the Company will cancel any shares purchased under the Rolling Buyback. The directors of the Company will not be participating in the Rolling Buyback as sellers.

The Rolling Buyback will be conducted in accordance with Chapter 9 of the UK Listing Rules of the Financial Conduct Authority and the Company's general authority to purchase Ordinary Shares, within the parameters prescribed by Article 5(1) of the EU Market Abuse Regulation 596/2014 and the Commission Delegated Regulation (EU) 2016/1052 (both as incorporated into UK domestic law by the European Union (Withdrawal) Act 2018 and as amended by the Market Abuse (Amendment) (EU Exit) Regulations 2019) and with regard to regulatory technical standards for the conditions applicable to buy-back programmes and stabilisation measures.

During any closed periods, the Company and its directors have no power to invoke any changes to the programme, and it will be executed at the sole discretion of Berenberg.

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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 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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