



Shareholder Communication Policy

Adore Beauty Group Limited (ACN 636 138 988)

Adopted by the Board on 6 October 2020

1 Purpose

- (a) Adore Beauty Group Limited (ACN 636 138 988) (**Adore Beauty**) recognises that shareholders and other stakeholders are entitled to be informed in a timely and readily accessible manner of all major developments affecting Adore Beauty.
- (b) The purpose of this shareholder communications policy is to promote effective communication with shareholders and other stakeholders and to encourage and facilitate participation at Adore Beauty's general meetings and dealing promptly with the enquiries of shareholders and other stakeholders.

2 Methods of communication

Information is provided to shareholders and other stakeholders through, but is not limited to:

- releases to the Australian Securities Exchange (ASX) in accordance with continuous disclosure obligations;
- Adore Beauty's corporate website;
- Adore Beauty's annual and half-yearly reports; and
- the annual general meeting (AGM).

Adore Beauty encourages shareholders to receive company information electronically by registering their email address online with Adore Beauty's share registry.

3 ASX releases

- (a) Adore Beauty will make announcements to the ASX in a timely manner in accordance with the ASX Listing Rules (see also Adore Beauty's Disclosure Policy).
- (b) All announcements made to the ASX are available to shareholders:
 - (i) on Adore Beauty's corporate website; and
 - (ii) under the company announcements section of the ASX website.

4 Adore Beauty's website

- (a) Adore Beauty's corporate website is the primary medium of providing information to all shareholders and stakeholders. It has been designed to enable information to be accessed in a clear and readily accessible manner.
- (b) Adore Beauty's corporate website will provide governance-related information including details of the Board of Adore Beauty (**Board**) and

senior management team and copies of Adore Beauty's board committee charters and company policies.

- (c) Adore Beauty's corporate website will contain information relevant to shareholders and stakeholders including statements lodged with the ASX by Adore Beauty (including all financial results and annual reports), press releases and other material relevant to Adore Beauty shareholders.

5 Annual general meeting

- (a) The AGM provides an important opportunity for Adore Beauty to provide information to its shareholders and a reasonable opportunity for informed shareholder participation. At the AGM, shareholders can express their views to the Board and management and to vote on the Board's proposals. All shareholders are encouraged to attend and participate at the AGM.
- (b) The date, time and location of the AGM will be provided in the notice of meeting, in the annual report and on Adore Beauty's corporate website.
- (c) Where practicable, Adore Beauty will consider the use of technological solutions for encouraging shareholder participation at meetings (which may include, for example, live webcasting of meetings, holding meetings across multiple venues linked by live telecommunications and hybrid meetings).
- (d) The notice of meeting and proxy form will be distributed to all shareholders prior to the AGM in the timeframe set by the Corporations Act and will be available on Adore Beauty's corporate website.
- (e) Adore Beauty's auditor attends its AGM and is available to answer any questions regarding the conduct of and any issues arising from the audit or the preparation and content of the auditor's report.

6 General

- (a) **Annual report:** Unless the share registry has been notified otherwise, the annual report will be emailed to all shareholders (to the email address recorded on Adore Beauty's share register) prior to the AGM within the timeframe set by the Corporations Act.
- (b) **Half-year and full-year results:** The half-year and full-year results will be announced to the ASX pursuant to the ASX Listing Rules and are available to shareholders in the same manner as other ASX announcements. Following the release of Adore Beauty's half-year and full-year results, Adore Beauty may conduct investor and analyst briefings at which the media, institutional investors, and stockbroking analysts will be briefed and given an opportunity to ask questions of Adore Beauty's senior management.
- (c) **Dividends:** Any dividend, interest or other money payable in cash in respect of shares may be paid by electronic funds transfer to an account with a bank or other financial institution nominated by the shareholder (or in the case of joint shareholders, to the account nominated by the joint shareholder first named in that register) and which is acceptable to the Company or in any other manner the directors decide. Where payment is made by electronic funds transfer but no account is nominated by the shareholder or an electronic funds transfer into a nominated account is

rejected or refunded, the Company may credit the amount payable to an account of the Company to be held until the shareholder nominates a valid account.

- (d) **Share registry:** Shareholders with any questions related to their shareholding should contact Adore Beauty's share registry at:

| | |
|---------------------|--|
| Address | Link Market Services Limited Level 12 680 George Street Sydney NSW 2000 |
| Telephone number | 1300 554 474 |

- (e) **Shareholder enquiries:** Adore Beauty is committed to dealing with shareholder enquiries promptly and courteously and takes measures to ensure that its registry, Link Market Services Limited, also does so.
- (f) **Shareholder privacy:** Adore Beauty recognises that privacy is important and will not disclose registered shareholder details except in compliance with laws. Shareholder details will only be used in accordance with applicable privacy laws.
- (g) **Shareholders' meetings:** Adore Beauty will ensure that all substantive resolutions at a meeting of shareholders are decided by a poll rather than by a show of hands.