

ADOREBEAUTY

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Adore Beauty Group Limited
ABN 78 636 138 988

1 June 2022

Adore Beauty launches first incubator private label brand

Adore Beauty Group Limited (**ASX: ABY**) is pleased to announce today's launch of its first incubator private label brand, Viviology. Private label is one of Adore Beauty's five key strategic initiatives to accelerate growth and is expected to be both margin and revenue accretive at scale.

Highlights:

- Viviology is an independent, standalone brand from Adore Beauty – the Company's first private label range
- Created in collaboration with dermal therapist James Vivian, the cosmeceutical skincare brand features an initial six SKUs
- Viviology is exclusively stocked on Adore Beauty and at James Vivian's Toorak clinic and is now available for purchase
- The launch of Adore Beauty's second private label brand is expected in Q2 FY23

Adore Beauty's Viviology brand is a cosmeceutical skincare range that is gender-neutral and easy to understand, designed for consumers new to skincare or looking to enhance their existing skincare routines.

Created in collaboration with skincare specialist and dermal therapist James Vivian, the initial range comprises six high-performance products formulated with active ingredients – a foaming cleanser, liquid exfoliant, retinol serum, niacinamide + HA serum, vitamin c serum, and a ceramide moisturiser. Product pricing ranges from \$35 - \$55. James Vivian is contracted to Viviology under a long-term collaboration agreement and will receive royalty payments.

Adore Beauty Co-Founder and Chief Innovation Officer Kate Morris said, *"Incubator brands are key to our broader private label strategy, enabling us to partner with industry experts to effectively build independent, standalone B2C brands which address gaps in the market and offer a path for international expansion."*

"Viviology leverages James Vivian's extensive skin expertise and reputation to offer consumers accessible, high-performance skincare products. The initial product range provides consumers with everything they need in a skincare routine, while making self-selection easy."

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“Cosmeceuticals perform well at Adore, but product offerings in the category tend to be designed primarily for clinics and therefore not easy for consumers to self-select. Viviology is designed to improve the accessibility of high-performance skincare and introduce new consumers to the category.

“We see the private label strategy as being a key driver to the long-term growth and profitability of Adore Beauty, and are very excited to announce our first launch.”

As a standalone consumer brand, Viviology provides potential international wholesale and D2C distribution opportunities. Private label brands enable Adore Beauty to cater to gaps in its product offering, leveraging the Company's established digital marketing and distribution ecosystem. Adore Beauty's second private label brand is on track to launch in Q2 FY23 and will leverage the master Adore Beauty brand.



Viviology product range

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