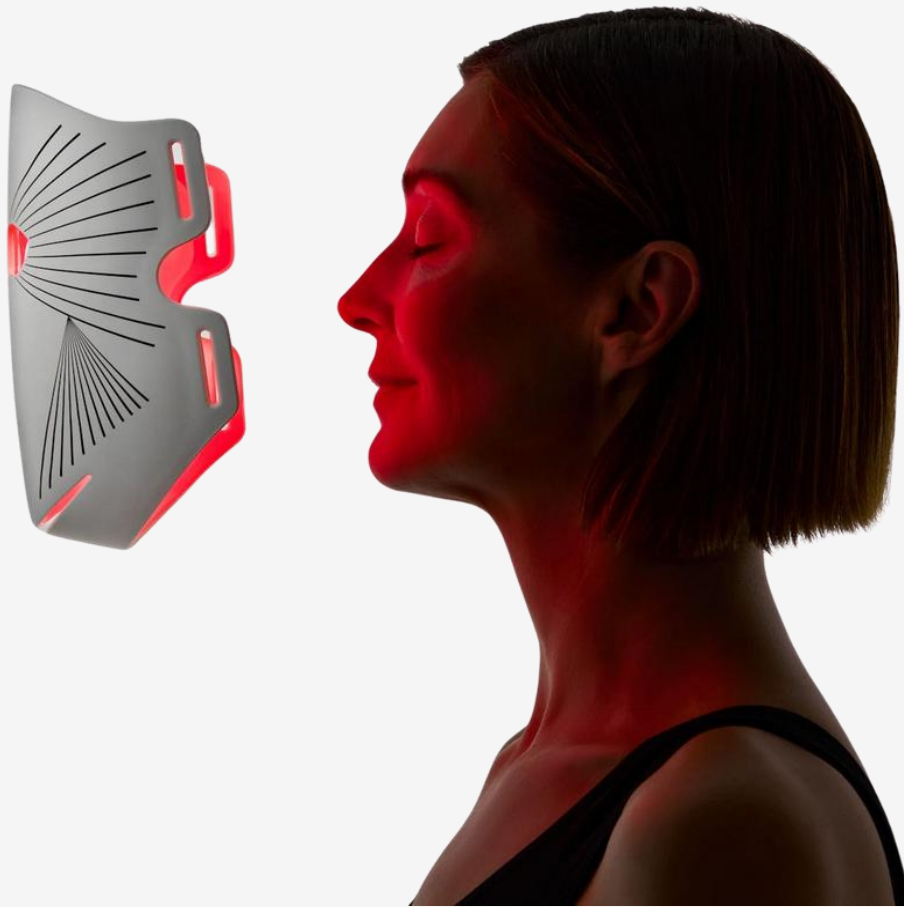




**THE BEAUTY
TECH GROUP**



A leader in the rapidly growing at-home beauty technology market

Capital at risk. You could get back less than you invest. Any decision to invest must be based on the prospectus. Read the risk factors. Seek independent advice if necessary.

This Retail Flyer has been approved by Retail Book Limited ("RetailBook") on 24/09/25.

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Produced in collaboration with:

RetailBook

Business overview

3 distinct, innovative and premium beauty technology brands

Using aesthetic technologies used in professional clinics for decades



CURRENTBODY SKIN™



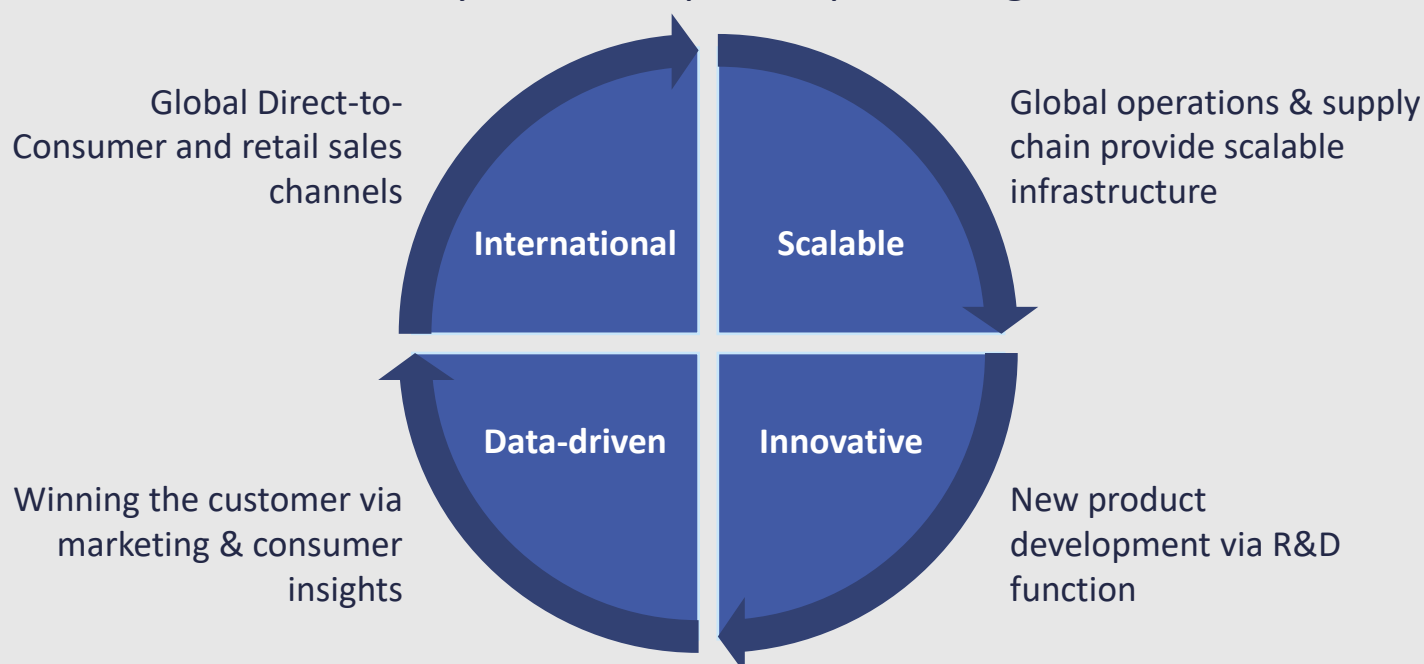
ZIIP



tria®
LASER

Miniaturising well-established beauty technologies from the professional beauty clinic into home use devices

The Beauty Tech Group's Unique Selling Points



Revenues of:
£101m
for 2024

Revenue growth¹ of:
78%
from 2023 to 2024

Gross profit of:
£57m
for 2024

Adjusted EBITDA² of:
£23m
for 2024

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1. Own brand revenue growth from December 2023 to December 2024. See Prospectus pg.104. The financial information for the 12 months to 31 December 2023 is unaudited and has been extracted without material adjustment from the Group's underlying accounting records.

2. Earnings before Interest, Tax, Depreciation and Amortisation excluding one-off costs and acquisition related expenses. See Prospectus pg.275

Summary of certain risk factors

A summary of key risks that, alone or in combination with other events or circumstances, could have a material adverse effect on The Beauty Tech Group as a business

1

Drop in safety or quality standards

Loss of consumer confidence in respect of product quality failures, performance or safety could result in consumer dissatisfaction, increased product returns and damage to the Group's brand

2

Strategic partners and brand

Reliance on digital marketing, social media and influencer partnerships means a decline in the effectiveness of social media marketing could materially impact its future growth

3

Joint venture manufacturing relationship

The Group's LED products are manufactured by a single partner in China and India as part of a joint venture relationship; disruption to these facilities could adversely affect the Group's business

4

Supply or manufacturing chain

Any disruption in the Group's supply or manufacturing chain, whether due to external factors or issues within the Group's supplier or manufacturing relationships, could have a material adverse effect on its business

5

Reduction in innovation

If the Group does not continue to develop and introduce new, innovative and updated products, its ability to continue to grow may be adversely affected

6

IT disruptions

Any breakdown or failure in the Group's information technology systems could result in disruption to the Group's business

7

Regulatory environment

Any failure by the Group to comply with product liability/safety regulations could result in damage to the Group's reputation, a loss of revenue and substantially increased legal expenses and/or penalties

8

Trading market

There is no existing market for the Shares and an active trading market for the Shares may not develop or be sustained which may adversely affect the market price of the Shares, regardless of the Group performance

The prospectus is not part of this financial promotion and has not been approved by RetailBook. Any decision to invest must be based solely on the prospectus, which is available at <https://www.thebeautytechgroup.com/>

Investment highlights

The Beauty Tech Group is well positioned in a large, global and growing market with premium brand positioning and a highly effective e-commerce strategy

1

Significant market opportunity

Operating in a global market which was valued at c.£9-12 billion¹ in 2024 with growing consumer interest in skincare and technology

2

Trusted brands

Built around 3 distinct premium, efficacious and trusted at-home beauty technology brands, developing innovative technologies

3

International e-commerce platform

Digitally native business with over 90% of its FY24 revenue derived from its robust e-commerce platform, which spans over 46 e-commerce sites

4

Dedicated research & development

A leader in at-home beauty technology, built on a foundation of research and development, regulatory expertise and product innovation

5

International supply chain

Benefitting from a well-invested and de-risked international manufacturing network to deliver high-quality beauty technology products at scale

6

Track record of profitable growth

Group has consistently delivered strong, sustained growth resulting from a strategic focus on innovation, own-brand sales and operational discipline

7

Levers to deliver long-term growth

The Directors believe the Group is positioned to deliver long-term growth through multiple levers such as its strong track-record in the expanding beauty technology sector as well as its pipeline of innovative new products

8

Experienced, founder-led management

Co-founders have 25+ years' experience in the beauty technology industry, including e-commerce, retail, international businesses and manufacturing

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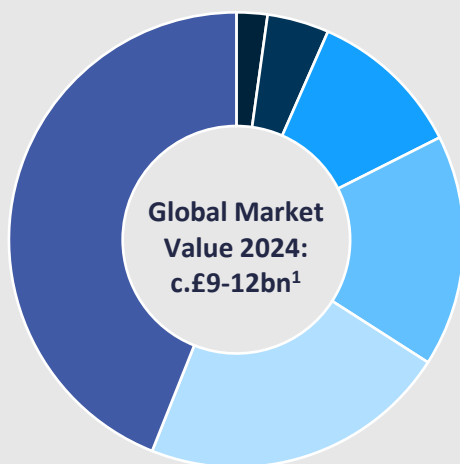
1. Source: BRC, US Census Bureau, Tax Foundation, Desk Research, OC&C analysis. See Prospectus pg.38-39

1

Significant market opportunity

Operating in a global At-Home Beauty Devices (AHBD) market which was valued at c.£9-12 billion in 2024 with growing consumer interest in skincare and technology

Market Size by Geography



■ UK ■ Germany ■ US ■ Rest of Europe ■ China ■ RoW

Strong structural market growth drivers



Growing interest in skincare and technology



Rising awareness & education around AHBD



AHBDs becoming part of skincare routines



Social media & influencers raising awareness



Increased regulation provides greater comfort and confidence in adopting devices

2

Trusted brands

Built around three distinct premium and trusted at-home beauty technology brands at the forefront of technological innovation

CURRENTBODY SKIN™

LED



Face Mask

15+ LED light therapy products to provide clinical-grade skin treatments across multiple parts of the body

Radio Frequency (RF)



RF Skin Tightening

Radio Frequency Device uses tailored technology for safe and effective RF treatments from home

ZIIP

Microcurrent



Halo Facial Toning

Patented as the only at-home customisable micro current device treating skin lifting, toning and rejuvenation

tria.
LASER

Laser



Laser Hair Removal

The 1st and only FDA-cleared laser hair removal device for home use, c.4x more powerful than existing Intense Pulsed Light devices

GLAMOUR

Best Luxury Skin Device 2023

BAZAAR

Best Skincare 2024

ELLE

Best Tools & Treatments 2023



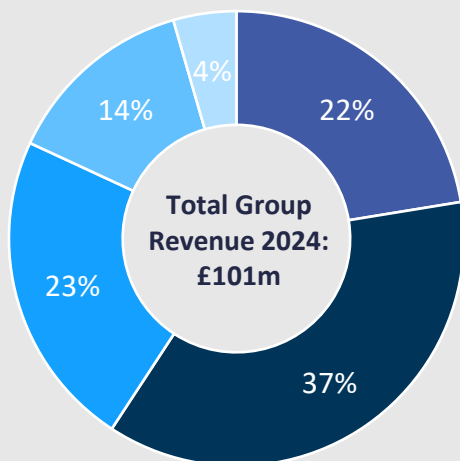
Capital at risk. You could get back less than you invest. Any decision to invest must be based on the prospectus. Read the risk factors. Seek independent advice if necessary.

3

International e-commerce platform

Digitally native business with over 90% of its FY24 revenue derived from its robust e-commerce platform, which spans over 45 local-language websites

International e-commerce platform...



■ UK & Ireland ■ US & Canada ■ Rest of Europe ■ Asia ■ RoW

...demonstrated by diversified revenue profile

90%

of FY24 revenue derived from the Group's robust e-commerce platform

46

e-commerce sites and 37 of them are in local languages

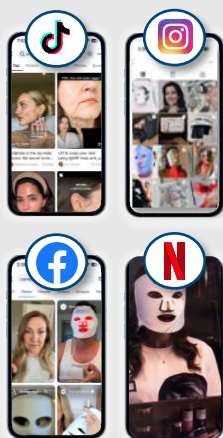
78%

of FY24 Direct-to-Consumer sales from outside the UK

The Customer Journey: Discovery to Loyalty

Awareness

Influencers



Substantiation
& Performance

Hearing from the
experts



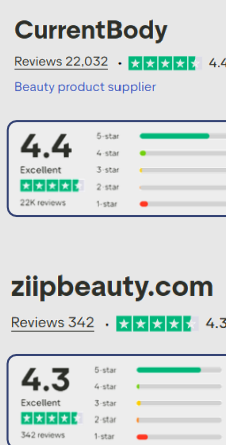
Research &
Corroboration

PR / comparison
articles



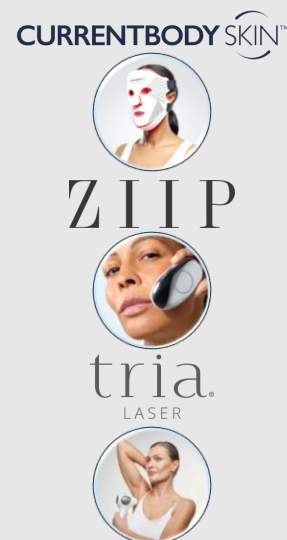
Purchase
Intent

Ensuring a trusted
purchase



Purchase

Delivering attractive
KPIs



Capital at risk. You could get back less than you invest. Any decision to invest must be based on the prospectus. Read the risk factors. Seek independent advice if necessary.

4

Dedicated research & development

A leader in at-home beauty technology, built on a foundation of research and development, regulatory expertise and product innovation

The Group leverages its powerful e-commerce infrastructure with advanced customer data and marketing analytics to inform product development and drive growth.

CURRENTBODY SKIN™



Clinically tested over 56 days¹:
Skin elasticity improved 57%
Wrinkles reduced 30%

ZIIP



Clinically tested over 42 days²:
Enhances skin firmness by 27%
Improves area of crow's feet by 18%

tria[®]
LASER



Clinically tested over 3-8 treatments³:
Reduces hair count by up to 73% after two sessions

The product portfolio is underpinned by a growing number of patents and patent pending technologies

5

International supply chain

Benefitting from a well-invested and de-risked international manufacturing network to deliver high-quality beauty technology products at scale

CURRENTBODY SKIN™

ZIIP

tria[®]
LASER

**Component
source locations**

Asia

North America & Asia

Asia

**Manufacturing
locations**



China and India



US and China



Thailand⁴

**Warehouse
locations**



US, UK, Netherlands, China, Hong Kong and Australia

Capital at risk. You could get back less than you invest. Any decision to invest must be based on the prospectus. Read the risk factors. Seek independent advice if necessary.

1. Prospectus - Part 2 Business Description - CurrentBody Skin Red LED Light Therapy Mask Series 1 vs. Series 2 - Pg.63

2. Prospectus - Part 2 Business Description - ZIIP Halo clinical trials - Pg.70

3. Prospectus - Part 2 Business Description - Tria 4X Hair Removal Laser clinical trials - Pg.73

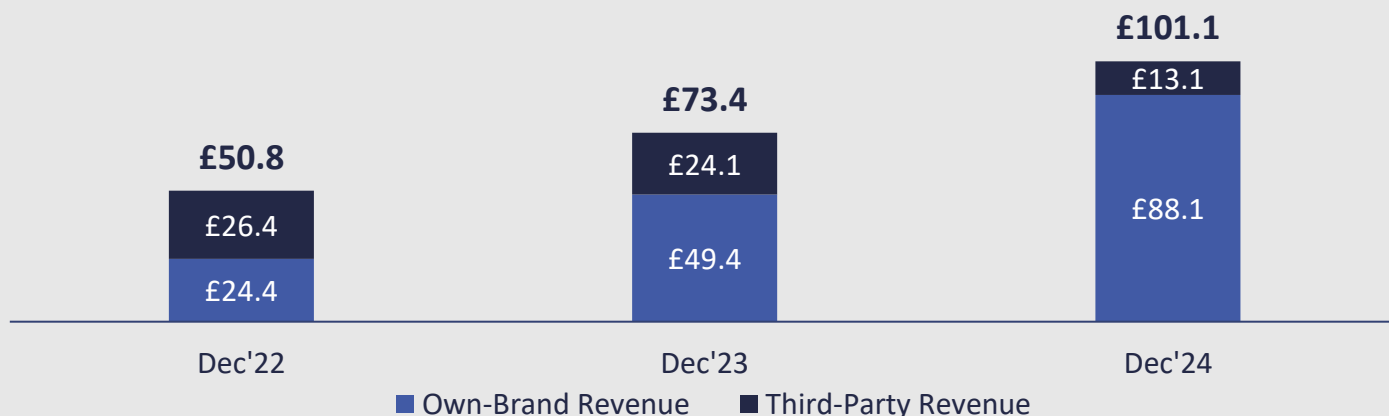
4. Manufacturing will also be available in the US, or another region, for Tria Laser by this same party as the brand scales

6

Track record of profitable growth

Group has consistently delivered strong, sustained growth resulting from a strategic focus on innovation, own-brand sales and operational discipline

Revenue¹ (£m)



What is revenue?

Revenue is the money generated from The Beauty Tech Group's sales of its products

Why is it important?

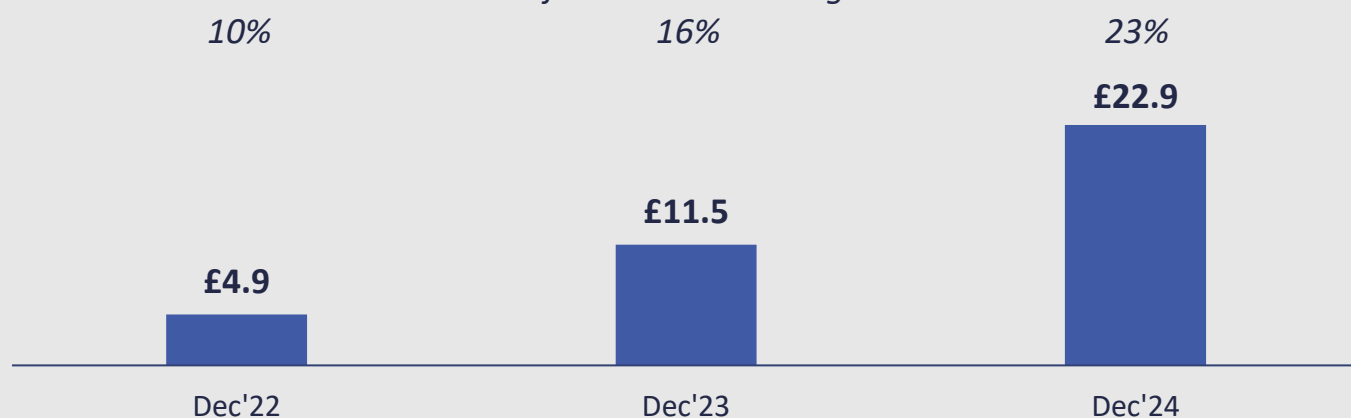
Because it shows The Beauty Tech Group's gross proceeds before deducting costs and expenses

Why show Own-Brand versus Third-Party revenues?

In early FY24, the Group ceased the purchase of third-party products as management believed it was incongruent with the Group's premium own-brand strategy and margins were lower than own-brand products

Adjusted EBITDA^{1,2} (£m)

Adjusted EBITDA margin



What is EBITDA?

It stands for Earnings Before Interest, Taxes, Depreciation & Amortization

Why is it important?

It is a gauge of profitability that makes it easier to compare different companies and value them

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1. To assist recipients of this document in comparing the Group's historical financial performance, these performance measures are presented on a 12-month financial period basis. See Prospectus pg.31. The financial information for the 12 months to 31 December 2022 and the 12 months to 31 December 2023 is unaudited and has been extracted without material adjustment from the Group's underlying accounting records

2. Earnings before Interest, Tax, Depreciation and Amortisation excluding one-off costs and acquisition related expenses. See Prospectus pg.275

7

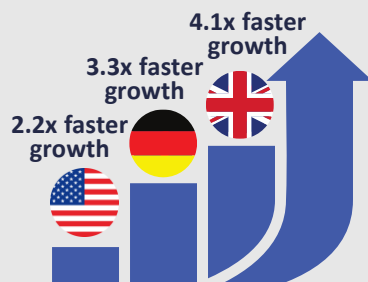
Levers to deliver long-term growth

The Directors believe that the Group is uniquely positioned to deliver long-term sustainable growth in the At-Home Beauty Devices (AHBD) market through multiple levers, specifically:

A rapidly expanding global beauty tech sector

The AHBD market has grown 2-4x faster than other market segments over last 5 years¹

The group's strong track-record in this market supports its sales growth & positioning



Selective retail channel strategy

E-commerce remains Group's largest sales channel but will aim to expand through channel diversification



Robust pipeline of innovative new products

New product development key to growth strategy



15 new products & range extensions in pipeline across all 3 brands:



Strategic inorganic growth opportunities

Group's primary focus remains on organic growth opportunities but may include selective acquisitions



The Executive Directors have experience in undertaking strategic acquisitions

8

Experienced, founder-led management

Co-founders have 25+ years' experience in the beauty technology industry, including e-commerce, retail, international businesses and manufacturing

Executive Team



Laurence Newman
Founder & Group CEO
2009 (inception) – present
Executive Director



Andrew Showman
Founder & Group CTO
2009 (inception) – present



Sam Glynn
Group CFO & COO
2020 – present
Executive Director

Independent Non-Executive Directors



Elaine O'Donnell
Non-Executive Chair
2025 – present
Chair of Audit & Risk Committee for On the Beach Group plc and The Gym Group plc



Simon Cooper
Non-Executive Director
2017 – present
Founder and former CEO of On the Beach Group plc



Seonna Anderson
Non-Executive Director
2025 – present
Spent majority of career at NEXT plc, in roles such as Company Secretary and Central Finance Director

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