

The Beauty Tech Group plc

Board Diversity Policy

This board diversity policy (**Policy**) was approved by the board of directors (**Directors**) (**Board**) of The Beauty Tech Group plc (**Company**) on 23 September 2025.

1. POLICY STATEMENT

- 1.1 This Policy sets out the Company's diversity policy in relation to the Board.
- 1.2 The Board believes that diversity is critical to providing the range of perspectives, insights and challenge needed to promote innovation and support sound, well-informed decision-making at Board level.
- 1.3 Diversity in the context of this Policy includes, but is not limited to, consideration of race and ethnicity, age and generation, gender and gender identity, sexual orientation, religious and spiritual beliefs, disability, and socioeconomic status and background.
- 1.4 The Directors have a duty to promote the long-term sustainable success of the Company and appointments to the Board must therefore be made with this objective in mind. To this end, the Directors will select candidates on merit and objective criteria and, in doing so, will consider the diversity that each individual will bring to the Board as well as their specific skills, knowledge and sector expertise as applicable to the business and strategic objectives of the Company's group.

2. DIVERSITY PRINCIPLES

The Board, through the authority delegated to its nomination committee (**Nomination Committee**), will apply the following principles to promote diversity at Board level:

- 2.1 Where appropriate, engage only executive search firms which have signed up to the voluntary Code of Conduct on gender diversity and best practice.
- 2.2 Ensure potential Board candidates are drawn from a broad and diverse range of candidates including those who may not have previous listed company experience but who possess suitable skills or qualities.

3. SPECIFIC DIVERSITY TARGETS

- 3.1 The Board acknowledges the requirement in UK Listing Rule 6.6.6R(9) to report annually on whether the following Board diversity targets have been met:
 - 3.1.1 at least 40% of Directors to be women;
 - 3.1.2 at least one of the positions of chair, chief executive officer, senior independent director and chief financial officer to be held by a woman; and
 - 3.1.3 at least one Director to be from a minority ethnic background.
- 3.2 The Board recognises that, save for 3.1.2 above, the Board does not align with the above targets at IPO but also acknowledges that to quickly increase the size of the Board to meet diversity targets could have adverse consequences. The Directors are committed to increasing Board diversity over a sensible period of time and have agreed to:

- 3.2.1 target continuing to have at least one of the positions of chair, chief executive officer, senior independent director and chief financial officer held by a woman; and
- 3.2.2 set the following targets within 12 months after IPO:
 - (A) the date by which 40% of Directors are targeted to be women; and
 - (B) the date by which at least one Director is targeted to be from a minority ethnic background.

3.3 The Board will report on progress against these targets each year in the Company's annual report.

4. REVIEW

The Nomination Committee will review this Policy on a periodic basis and will recommend any changes to the Board.