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THG Holdings plc

THG announces new global Ingenuity partnerships in fashion and beauty, in addition to accelerating its sustainability drive with the launch of THG Eco

THG Holdings plc ("THG" or the "Group") the global technology platform specialising in taking brands direct to consumers, today announces a series of new client-wins, across fashion and beauty, partnering with BWX Ltd (ASX listed), Lulu Guinness and Orlebar Brown. The Group also announces the launch of THG Eco, which will be the driving force behind the Group's bold sustainability action plan.

THG Ingenuity update

THG Ingenuity announces three new digital partnerships that will deliver bespoke direct-to-consumer ("D2C") solutions for the fashion and beauty brands across global territories, supporting their strategies for international growth and expanding their digital presence in existing markets.

- **Orlebar Brown:** Luxury swimwear brand Orlebar Brown, part of the CHANEL Group, will expand its presence in Japan, China and South Korea, as part of an end-to-end D2C partnership with the British-born brand.
- **BWX:** Australian wellness and natural beauty business, BWX, is partnering with THG Ingenuity to drive its D2C strategies for its brand portfolio, - which includes Sukin, Andalou Naturals, and Mineral Fusion - to expand into Europe, Asia-Pacific and North America. The ASX-listed company will initially target five priority markets and increase to 14 markets in financial year 2022.
- **Lulu Guinness:** The Iconic British brand, best known and loved for its retro-flavoured accessories and red lip logo, is growing its D2C audience in Japan via its partnership with THG Ingenuity, maximising on THG's international infrastructure and end-to-end ecommerce expertise in the region. The partnership will allow Lulu Guinness to continue to accelerate the brand's presence in the market and meet customers' increased desire for its products.

Launch of THG Eco

Building on the continued momentum within the Ingenuity Commerce pipeline, the Group today also launches THG Eco, which will be the driving force behind the Group's bold sustainability action plan.

Eco embodies the Group's sustainability goals and will accelerate ongoing activity that will reduce THG's impact on the environment and create and implement innovative new sustainability practices.

THG's vertically integrated business model means the Group is well placed to embed sustainability and best practice at the heart of product design, manufacture, delivery and customer journey. THG is committed to the ongoing development and expansion of sustainability into its unique fully end-to-end model to create enduring positive change for its customers and Ingenuity partners.

THG's recent attainment of CarbonNeutral®^[1] certification is the first milestone on the Group's new sustainability action plan, with THG Ingenuity also gaining CarbonNeutral® certification as part of the Group's pledge to create one of the world's first 'green' ecommerce platforms. The CarbonNeutral® certification represents a significant first step in THG's commitment to reducing its climate impact and maintaining business growth in an

innovative and sustainable manner. It means THG has balanced out emissions by supporting low carbon sustainable development projects which reduce the equivalent amount of CO2, whilst the Group take steps to reduce emissions in the longer-term.

Matthew Moulding, Founder, Chairman and CEO of THG said:

"I am delighted to announce meaningful progress on THG's sustainability strategy, in conjunction with our new THG Ingenuity partnerships. Each of our brand partners offers something unique to their audiences, yet they are united in recognising the power of THG Ingenuity and the potential gains our platform can bring to their growth models.

"With regards to THG Eco, for all businesses, the threat of climate change means that reducing the environmental impact of their operations is no longer a choice - it has become a pre-requisite. At THG we are very aware of the challenge we are all faced with, which is why the launch of THG Eco is so important and will ensure we're fulfilling our responsibilities to the planet and to the people around us as we continue to pursue our ambitious growth plans."

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Notes to editors

THG (www.thg.com) is a vertically integrated digital-first consumer brands group, retailing its own brands, in beauty and nutrition plus third-party brands, via its proprietary technology platform to an online and global customer base. THG is powered by THG Ingenuity, its proprietary end-to-end e-commerce technology, infrastructure and brand building platform. THG's business is operated through the following businesses:

THG Ingenuity: Provides an end-to-end direct-to-consumer e-commerce solution for consumer brand owners under Software as a Service licences, in addition to stand-alone digital services, including hosting, studio content and translation.

THG Nutrition: A manufacturer and online D2C retailer of nutrition and wellbeing products and owner of the world's largest sports nutrition brand Myprotein, including its family of brands Myvegan, Myvitamins, MP Clothing and Myprotein Pro.

THG Beauty: The globally pre-eminent digital-first brand owner, retailer and manufacturer in the prestige beauty market, combining its prestige portfolio of nine owned brands across skincare, haircare and cosmetics, the provision of a global route to market for over 850 third-party beauty brands through its portfolio of websites, including Lookfantastic, Skinstore and Mankind, the beauty subscription box brand GLOSSYBOX and the product developer and manufacturer Acheson & Acheson.

THG Lifestyle: Consisting of consumer and luxury brands, including Coggles, AllSole and Mybag as well as Zavvi, IWOOT and Pop In A Box. Personalisation and customisation is a key offering within THG Lifestyle, enabling the brands to offer unique products to a vast range of consumers across THG's global territories.

THG Experience: Prestige events locations at Hale Country Club & Spa, King Street Townhouse Hotel and the Great John Street Hotel providing deeply experiential brand building environments, most notably in support of THG Society, the Group's proprietary influencer marketing platform.

THG Eco exists to drive forward sustainability and develop new sustainable initiatives across the Group. THG recognises the importance of encouraging the same values through its entire supply chain to maximise the positive impacts that can be created. THG Eco covers the core pillars of THG's sustainability commitment: the planet, sustainable resources, people and livelihoods.

[1] To gain this CarbonNeutral® certification from Natural Capital Partners, THG's carbon footprint was measured and independently assessed in line with the CarbonNeutral Protocol, which is the leading global framework for carbon neutrality.

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