

THG PLC
(the "Company")

9 May 2022

Publication of Notice of Annual General Meeting

The Company confirms that the following documents have today been posted or otherwise made available to the Company's shareholders:

- Notice of Annual General Meeting ("**AGM**" or "**Meeting**"), dated 9 May 2022; and
- associated Form of Proxy.

In accordance with Listing Rules 14.3.6R and 14.3.7R, copies of each of these documents will today be submitted to the National Storage Mechanism and will shortly be available for inspection at:
<https://data.fca.org.uk/#/nsm/nationalstoragemechanism>.

The Notice of AGM is also available to view on the Company's website at:
<https://www.thg.com/investor-relations/>.

Important information regarding the AGM

The Company's AGM will be held on Friday 10 June 2022 at 12:30 p.m. at the Cheshire Suite at Manchester Airport Marriott Hotel, Hale Road, Hale Barns, Manchester WA15 8XW.

At the current time, the Board of Directors of the Company is pleased to confirm that, following the challenges of the Covid-19 pandemic, it expects to be able to welcome shareholders to attend and vote at a physical AGM. Should circumstances change before the date of the Meeting, the Company will notify shareholders of any change to the arrangements contained in the Notice of AGM by RIS announcement as early as is possible before the date of the Meeting. Any update or changes to the AGM arrangements contained in the Notice of AGM will also be posted on the Company's website at: <https://www.thg.com/investor-relations/>.

Should you choose to attend in person, you will be able to vote at the AGM itself. However, you are encouraged to vote on the resolutions in advance of the AGM by completing and submitting a Form of Proxy appointing the Chair of the Meeting as your proxy as this will ensure your votes are cast in accordance with your wishes. To appoint a proxy, shareholders can complete and return the Form of Proxy accompanying the Notice of AGM and this must be sent to Equiniti, Aspect House, Spencer Road, Lancing BN99 6DA and received no later than 12.30 p.m. on 8 June 2022, being 48 hours before the AGM. Shareholders may, alternatively, appoint a proxy electronically by no later than 48 hours before the AGM, being 12.30 p.m. on 8 June 2022. Information on how to appoint a proxy electronically is given in Note 2 of the Notes to the Notice of AGM.

The proceedings of the Meeting will be available to view online for shareholders who are entitled to attend and vote at the AGM. To view the AGM proceedings online, shareholders are required to register with the Company's Registrar, Equiniti, by emailing Customer@equiniti.com and inserting 'THG AGM Attendance' in the email subject field. Registration requests must be received by Equiniti by no later than 5.00 p.m. on 6 June 2022. **Please note that shareholders viewing the Meeting via the online facility will not be counted as being present at the Meeting and, therefore, will not be able to vote in real time at the Meeting, speak or ask questions.**

The Board is keen to encourage and maintain engagement with the Company's shareholders and intends to provide an opportunity for shareholders to ask questions in person at the Meeting. However, it recognises that some shareholders may prefer not to attend the Meeting in person and the Company has therefore made provision for such shareholders to submit questions in advance of the Meeting: questions should be emailed to AGM@thg.com by no later than 12:30 p.m. on 1 June 2022. The Company will consider all questions received on or prior to this time and, as detailed in the Notice of AGM, will seek to provide a response, if appropriate and relating to the business of the Meeting, by 12:30 p.m. on 7 June 2022. If, due to a change in UK Government guidance, the Meeting is ultimately held as a closed meeting, the Company will publish answers to such questions, to the extent it considers appropriate, on the Company website at www.thg.com/investor-relations/ by 12.30 p.m. on 7 June 2022. Please note that some questions may be grouped together.

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THG PLC

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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, end-to-end, e-commerce technology, infrastructure and brand-building platform (THG Ingenuity) to an online and global customer base. THG's business is operated through the following businesses:

THG Beauty: The globally pre-eminent digital-first brand owner, retailer and manufacturer in the prestige beauty market, combining its prestige portfolio of eight owned brands across skincare, haircare and cosmetics, the provision of a global route to market for over 1,300 third-party beauty brands through its portfolio of websites, including Lookfantastic, Dermstore, Cult Beauty and Mankind and the beauty subscription box brand GLOSSYBOX.

THG Nutrition: A group of digital-first Nutrition brands, which includes the world's largest online sports nutrition brand Myprotein, and its family brands (Myvegan, Myvitamins, MP Clothing and Myprotein Pro), with a vertically integrated business model, supported by six THG production facilities.

THG Ingenuity: Ingenuity Commerce provides an end-to-end direct to consumer e-commerce solution for consumer brand owners under 'Software as a Service' (SaaS) licences. The wider Ingenuity division provides stand-alone digital services, including hosting, studio content, translation services and beauty product development and manufacturing.

THG OnDemand: Personalisation and customisation is a key offering within THG OnDemand, enabling brands to offer unique products to a vast range of consumers across THG's global territories through websites including Zawvi, IWOOT and Pop in a Box.

Other: Luxury D2C websites including Coggles, AllSole and MyBag, in addition to THG Experience. The latter comprises prestige events locations at Hale Country Club & Spa, King Street Townhouse Hotel and Great John Street Hotel, providing deeply experiential brand building environments, most notably in support of THG Society, the Group's proprietary influencer marketing platform.

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