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THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION

FOR IMMEDIATE RELEASE

17 October 2022

THG PLC

Share purchase

Sale of entire Softbank shareholding to each of QIA and Founder & CEO Matthew Moulding

THG PLC ("THG" or the "Group"), the proprietary technology platform specialising in taking brands direct to consumers globally, has today been informed that SB Northstar LP ("Softbank") has agreed to sell 80,621,797 ordinary shares of £0.005 each in the capital of THG (the "Relevant Shares"), representing its entire shareholding in THG, to each of Qatar Holding, LLC ("QIA") and Matthew Moulding (through FIC Shareco Limited ("FIC Shareco"), a PCA of Matthew Moulding) in the following proportions: 67,801,285 to QIA and 12,820,512 to FIC Shareco.

The Relevant Shares are to be sold at a price of 39 pence per share and settlement of the sale is expected to take place on 20 October 2022, following which the relevant notifications are expected to be made in accordance with the Disclosure Guidance and Transparency Rules and the Market Abuse Regulation 596/2014 as it forms part of the domestic law of the United Kingdom by virtue of the European Union (Withdrawal) Act 2018.

QIA is an existing shareholder, having cornerstoned THG's initial public offering in September 2020, with deep expertise in retail, consumer and technology and a focus on growth opportunities which have a positive impact.

This acquisition by FIC Shareco on behalf of Matthew Moulding further evidences his commitment to the Group and its strategy, and is his fourth investment in THG since IPO, with over £38m invested in August 2021, July 2022 and October 2022. This purchase will take his direct and indirect holding to a total of 320,934,183 shares in THG, comprised of 198,744,095 ordinary voting shares and 122,190,088 unlisted ordinary shares, in each case of £0.005 in the capital of THG.

Matthew Moulding, CEO commented:

"I'm delighted to be further increasing my family's stake in THG, continuing our unwavering support following on from other recent share purchases. QIA shares the Board's vision of the scale of opportunity for THG, building a British global success story in large and growing addressable markets. QIA's long-term investment approach is a positive endorsement for the UK as a whole.

"I'm incredibly proud of the progress the team continue to make in each of our major divisions, and believe the uncertain macro-conditions provide an even greater opportunity for THG to further disrupt global Beauty, Nutrition and Technology markets.

"We at THG extend our thanks to Softbank for their support as a financial and commercial partner, and we will continue to benefit from the relationships formed across their international technology portfolio."

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