

THG PLC
(the "Company")

20 May 2021

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 20 May 2021; 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 Thursday 24 June 2021 at 12:30 p.m. on the Company's premises at Icon Plot 1 Main Office, No.9 Sunbank Lane, Altrincham, Cheshire WA15 0AF.

The Company continues to monitor developments relating to the outbreak of Covid-19, including the related public health guidance and legislation issued by the UK Government, and notes that, under the UK Government's roadmap out of lockdown, all legal limits on social contact are hoped to be lifted from 21 June 2021. **Accordingly, the Company's Board of Directors would hope that restrictions have been eased to a level that will allow it to welcome shareholders in person to the AGM as it is keen to encourage and maintain engagement with shareholders and provide an opportunity for shareholders to ask questions in person.** The Meeting will be operated within applicable social distancing requirements and the Company will be taking the necessary measures to ensure the venue is as safe as possible, cognisant of the relevant safety constraints and in accordance with UK Government guidelines in place at the time.

However, should circumstances change and the Company is required to revise its position, shareholders will be notified of any change to the AGM arrangements by an RIS announcement as early as is possible before the date of the Meeting. Any update or changes to the AGM arrangements will also be posted on the Company's website at <https://www.thg.com/investor-relations/>.

If, due to any such change in circumstances, the Meeting was to be held as a closed meeting, shareholders and any appointed proxies (other than the Chair of the Meeting) may be unable to attend and vote at the AGM. It is therefore the Board's recommendation that shareholders complete and return the Form of Proxy accompanying the Notice of Meeting and in doing so appoint the Chair of the Meeting as their proxy, ensuring that all votes will be counted if the Meeting is ultimately held as a closed meeting or if attendance at the Meeting is restricted or shareholders are unable to attend in person. Shareholders may also appoint a proxy electronically by no later than 48 hours before the AGM, being 12:30 p.m. on 22 June 2021, and information on how to do so is included within the notes accompanying the Notice of Meeting.

The Company recognises that, in the current climate, some shareholders may prefer not to attend the Meeting in person and 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 17 June 2021.

Kate Grimoldby/Clara Melia

Investor.Relations@thg.com

Media enquiries:

Powerscourt - Financial PR adviser

Tel: +44 (0) 20 7250 1446

Victoria Palmer-Moore/Nick
Kavanagh/Nick Hayns

Dibden/Lisa thg@powerscourt-group.com

THG PLC

Viki Tahmasebi

Viki.tahmasebi@thg.com

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 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 Beauty: The globally pre-eminent digital-first brand owner and retailer 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 1,000 third-party beauty brands through its portfolio of websites, including Lookfantastic, Dermstore, Skinstore and Mankind and the beauty subscription box brand GLOSSYBOX.

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, Command, MP Clothing and Myprotein Pro.

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 Zavvi, 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.

THG (eco): THG (eco) is the driving force behind the Group's sustainability action plan. THG Eco covers the core pillars of THG's sustainability commitment: the planet, sustainable resources, people and livelihoods.

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