

THG PLC
(the "Company")

11 June 2021

Annual General Meeting 2021 - Change of Arrangements

This announcement provides an update to the arrangements for the Company's 2021 annual general meeting ("**AGM**" or "**Meeting**"), as detailed in the Notice of Annual General Meeting published on 20 May 2021 ("**Notice**") and a copy of which can be obtained on the Company's website at <https://www.thg.com/agm/>.

Following the UK Government's announcement on Tuesday that certain additional areas in the UK (including the Greater Manchester Combined Authority, where the Company's Head Office is based and within which the AGM venue is located, and parts of Lancashire) are being advised to avoid indoor gatherings and minimise travel to reduce the spread of the Delta variant of Covid-19, the Company's Board of Directors ("**Board**") has taken the decision that, in the interests of the safety and wellbeing of all of its stakeholders, the AGM will be held as a closed meeting. As the AGM will be conducted as a closed meeting, it will now be held at Floor 6, 4M Building, Malaga Avenue, Manchester Airport, Manchester M90 3RR and shareholders are advised not to attend in person as they will be unable to enter the venue.

Instead, the Company strongly encourages shareholders to ensure that their vote is counted by completing and returning the Form of Proxy accompanying the Notice and in doing so appoint the Chair of the Meeting as their proxy. The Form of Proxy must be sent to Equiniti Limited, Aspect House, Spencer Road, Lancing BN99 6DA and received no later than 12:30 p.m. on 22 June 2021, 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 22 June 2021. As shareholders are not permitted to attend the AGM in person, the Company recommends that all shareholders appoint the Chair of the Meeting as their proxy to ensure their votes count. Information on how to appoint a proxy electronically is given in Note 2 of the Explanatory Notes to the Notice.

The proceedings of the Meeting will be available to view online for shareholders who are entitled to attend and vote at the AGM. To be able to view the AGM proceedings online, shareholders require to register with the Company's Registrar, Equiniti, by emailing Customer@equiniti.com and registration requests must be received by Equiniti by no later than 5.00 p.m. on 18 June 2021. Following

registration the Company will provide shareholders with the relevant details to access the Meeting online by no later than 12:30 p.m. on 22 June 2021. Should any shareholder not receive the details to access the Meeting online by this time they should contact Equiniti by emailing Customer@equiniti.com. **Please note that viewing the Meeting via the online facility does not constitute attendance in law and shareholders will not have the ability to speak or vote at the Meeting.**

The Company has also made provision for shareholders to submit questions in advance of the AGM: questions should be emailed to AGM@thg.com by no later than 12:30 p.m. on 17 June 2021. The Company will consider all questions received on or prior to this time and, as detailed in the Notice, will publish answers to such questions, to the extent considered appropriate, on its website at <https://www.thg.com/investor-relations/> by 12:30 p.m. on 18 June 2021. Please note that some questions may be grouped together.

Whilst the Board acknowledges that this change of arrangements is not the ideal scenario it believes that, in the current circumstances, there is no alternative to ensure the health, safety and security of attendees and to allow the business of the Meeting to be properly transacted. The Company will continue to monitor the situation and the latest available public health guidance and will provide any further updates in relation to the Meeting by an RIS announcement as and when necessary. Any further updates will also be posted on the Company's website at <https://www.thg.com/investor-relations/>.

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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 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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