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MAV BEAUTY BRANDS COMPLETES INITIAL PUBLIC OFFERING

CONCORD, ON, July 10, 2018 — MAV Beauty Brands Inc. ("MAV Beauty Brands" or "the Company") (TSX:MAV) today announced the successful closing of its previously announced initial public offering and secondary offering of its common shares (the "Offering") at a price of \$14.00 per common share.

The common shares will commence trading today on the Toronto Stock Exchange under the symbol "MAV".

"This IPO represents a very important milestone for our company and is a testament to the continued dedication of our highly motivated, passionate and entrepreneurial team, as well as the loyalty of our consumers and retailer partners across the world. As we embark on the next stage, we look forward to continuing to profitably scale the company to establish a truly iconic portfolio of brands," said Marc Anthony Venere, Founder, President and Chief Executive Officer of MAV Beauty Brands.

The Offering included a treasury offering by MAV Beauty Brands and a secondary offering of common shares of MAV Beauty Brands by entities owned, controlled or managed by TA Associates Management, L.P., Marc Anthony Venere, and the Redmond Family (collectively, the "Selling Shareholders"). MAV Beauty Brands sold 9,000,000 common shares under the Offering at a price of \$14.00 per share, for total gross proceeds to the Company of \$126,000,000. Pursuant to the underwriting agreement, the Selling Shareholders sold an aggregate of 8,267,000 common shares at a price of \$14.00 per share, for total gross proceeds to the Selling Shareholders of \$115,738,000. The Company did not receive any proceeds from the secondary offering.

The Offering was co-led by CIBC Capital Markets, RBC Capital Markets and Jefferies Securities, Inc., together with BMO Capital Markets, National Bank Financial Inc., Raymond James Ltd., and Canaccord Genuity Corp.

The underwriters have been granted an over-allotment option (the "Over-Allotment Option") from the Selling Shareholders to purchase up to an additional 2,590,050 common shares from the Selling Shareholders, on a pro rata basis, at a price of \$14.00 per common share for additional gross proceeds of approximately \$36,260,700 if the Over-Allotment Option is exercised in full. The Over-Allotment Option can be exercised for a period of 30 days from the closing date.

No securities regulatory authority has either approved or disapproved of the contents of this news release. The common shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act") or any state securities laws. Accordingly, the common shares may not be offered or sold within the United States unless registered under the U.S. Securities Act and applicable state securities laws or pursuant to exemptions from the registration requirements of the U.S. Securities Act and applicable state securities laws. This news release does not constitute an offer to sell or a solicitation of an offer to buy any securities of MAV Beauty Brands in any jurisdiction in which such offer, solicitation or sale would be unlawful.

About MAV Beauty Brands

MAV Beauty Brands is a high-growth global personal care company dedicated to providing consumers with premium quality, authentic and differentiated products. Our innovation-focused, next generation platform consists of complementary and rapidly growing personal care brands: Marc Anthony True Professional, Rempure and Cake Beauty. Our products include a wide variety of hair care, body care and beauty products such as shampoo, conditioner, hair styling products, treatments, body wash, and body and hand lotion across multiple collections that each serve a different and personalized consumer need. Our products are sold in over 25 countries around the world, in over 100 major retailers and through over 60,000 doors.

Forward-Looking Information

Certain information in this press release, including statements relating to the exercise of the Over-Allotment Option, profitably scaling the Company and establishing an iconic portfolio of brands, constitutes forward-looking information. In some cases, but not necessarily in all cases, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "targets", "expects" or "does not expect", "is expected", "an opportunity exists", "is positioned", "estimates", "intends", "assumes", "anticipates" or "does not anticipate" or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might", "will" or "will be taken", "occur" or "be achieved". In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances contain forward-looking information. Statements containing forward-looking information are not historical facts but instead represent management's expectations, estimates and projections regarding future events.

Forward-looking information is necessarily based on a number of opinions, assumptions and estimates that, while considered reasonable by MAV Beauty Brands as of the date of this press release, are subject to known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information, including but not limited to the factors described in greater detail in the "Risk Factors" section of the final prospectus available at www.sedar.com. These factors are not intended to represent a complete list of the factors that could affect MAV Beauty Brands; however, these factors should be considered carefully. There can be no assurance that such estimates and assumptions will prove to be correct. The forward-looking statements contained in this press release are made as of the date of this press release, and MAV Beauty Brands expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.

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