



REPORT OF VOTING RESULTS

In accordance with Section 11.3 of *National Instrument 51-102 – Continuous Disclosure Obligations*, the following sets out the matters voted upon at the annual general meeting of shareholders of MAV Beauty Brands Inc. (the “**Company**”) held on June 13, 2023. Each of the matters set out below is described in greater detail in the Company’s management information circular dated May 3, 2023.

1. Election of Directors

Each of the four nominees listed below was elected as a director of the Company for the ensuing year or until their successor is elected or appointed. The results of the votes cast are set out below:

Name of Nominee	Votes FOR	%	Votes WITHHELD	%
Chris Elshaw	24,980,100	76.81	7,541,338	23.19
Jeffrey Barber	24,980,100	76.81	7,541,338	23.19
Kathy Mayor	25,024,825	76.95	7,496,613	23.05
Stephen Smith	24,981,225	76.82	7,540,213	23.18

2. Appointment of Independent Auditor:

Ernst & Young LLP was appointed as the auditor of the Company until the next annual meeting of shareholders or until a successor auditor is appointed and the board of directors of the Company was authorized to fix the remuneration of the auditor. The results of the votes cast are set out below:

Name of Auditor	Votes FOR	%	Votes WITHHELD	%
Ernst & Young LLP	29,667,643	88.90	3,704,239	11.1