

MECCA

RETURNS TO THE AUSTRALIAN OPEN IN 2026
AS OFFICIAL BEAUTY PARTNER AND

MECCA COSMETICA

NAMED OFFICIAL SPF PARTNER



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This year, MECCA returns to the Australian Open as the Official Beauty Partner, with MECCA COSMETICA named the tournament's Official SPF – marking the start of a landmark long-term partnership with Tennis Australia.

In 2025, the Australian Open welcomed more than 1.2 million visitors – the largest attendance of any Grand Slam – and reached a global audience of over 1.9 billion. Building on last year's success, MECCA's expanded presence, with more than 150 team members on-site, will deliver a bold new beauty offering across the precinct, spotlighting performance, innovation and sun protection on a global stage.

What to expect:

MECCA will unveil the first-ever three-storey beauty activation in Australian Open history - the MECCA Pro Shop, located in the heart of Melbourne Park. Bringing MECCA's full in-store experience courtside, the Pro Shop will span express services, skincare education and exclusive product moments for fans.

Open: Monday 12 January – Sunday 1 February, 10 am – 10 pm daily

- **Services:** Express makeup and hair touch-ups, plus express consultations with skincare and fragrance specialists.
- **Exclusive gifts:** With the purchase of two or more MECCA COSMETICA SPF items, customers will receive a limited-edition To Save Face keyring, and with the purchase of any three items, an exclusive MECCA Beauty Bag.

The SPF That Changed the Game

With long days, peak UV and packed stadiums, sun protection at the Australian Open isn't optional - it's essential. MECCA COSMETICA's ambition is to sample To Save Face SPF50+ Superscreen and To Save Body SPF50+ to every guest who walks through the gates.

- **SPF Locations:** There will be 13 MECCA COSMETICA SPF touchpoints across the precinct, including an immersive SPF Studio (Grand Slam Oval Entrance), four high-traffic sampling huts (Ballpark, Topcourt, Western course, Garden Square), and SPF pump stations at all gates and information desks.
- **SPF Studio:** Guests visiting can enjoy SPF samples and complimentary express Protect & Glow services; plus shop limited-edition AO To Save Face SPF50+ Superscreen, exclusive new product launches, and the limited-edition To Save Face keyring.

The Players' Lounge

MECCA will take over the Players' Lounge, offering complimentary services, curated gifting, concierge access to MECCA Bourke Street, and product delivery for players throughout the tournament.

MECCA Beauty Box

The MECCA Beauty Box will be the first beauty-led hospitality space inside Rod Laver Arena, hosting media, influencers, and customers in a highly visible, fan-facing environment designed to spark curiosity and cultural conversation.

Purpose

Sport plays a powerful role in helping people look, feel and be their best. MECCA's partnership with the Australian Open brings this purpose to life at one of the world's biggest sporting moments - celebrating women's tennis, elevating representation, and encouraging more girls and young people to see themselves in the game.

As part of the long-term partnership, MECCA M-POWER is proud to support the Australian Women's Tennis Foundation, helping empower the next generation of junior female players while championing Australian innovation, beauty, inclusivity and sun safety - both on and off the court.

Quotes

"We were blown away by the response from fans last year, so we had to come back - and coming back on the main stage, is incredibly exciting. The Australian Open is a global celebration of energy, creativity and performance - everything we champion at MECCA. Beauty belongs on the world stage, and we can't wait to bring the MECCA magic back courtside with products that play to win and rituals built for champions."

Jo Horgan, Founder and Co-CEO, MECCA

"This global partnership with the Australian Open reflects MECCA COSMETICA's commitment to creating SPF that people genuinely want to wear - luxurious, effective and protective. We're thrilled to align with one of the world's most successful sporting events to spotlight Australian innovation, performance and the importance of sun safety on a global stage,"

Alexandra Bokeyar, General Manager, MECCA-Maginations

"The Australian Open has always been about pushing boundaries and delivering unforgettable experiences for fans around the world. Our partnership with MECCA builds on that spirit - introducing a bold new dimension of beauty to the event. Together, we're bringing a fresh expression of Australian creativity to the global stage and elevating the fan experience in a completely new way."

Craig Tiley, CEO, Tennis Australia

Stay tuned for more information from MECCA and MECCA COSMETICA throughout the tournament, from 12 January to 1 February 2026.

Always read the label and follow the directions for use. Sunscreen is only one form of sun protection. Avoid prolonged sun exposure and reapply as directed.

See the appendix below for more information.

@MECCABeauty @MECCACOSMETICA
#MECCAmoment

ABOUT MECCA

Since opening the doors to its very first store in Melbourne in 1997, MECCA has completely redefined the Australian beauty landscape, championing retail innovation and delivering the ultimate beauty experience to customers.

Founded by Jo Horgan, over the past 28 years, MECCA has grown to become Australia's largest prestige beauty retailer, serving more than four million customers each year. With over 100 stores across Australia and Aotearoa (New Zealand) and online, MECCA offers an exclusive edit of the best in beauty from more than 200 brands. Today, MECCA has a growing team of 7,000 spread across its Support Centre, Distribution Centre and store network, all working towards a shared purpose of helping people to look, feel, and be their best.

From the very beginning, the MECCA team has shared a passion for education and equality. MECCA's social change program, MECCA M-POWER, was established in 2017 and aims to educate, elevate, and empower women and girls to help create a world where everyone has the same rights and opportunities.

ABOUT MECCA COSMETICA

Launched in 2003 and known for its luxurious, high-performance formulations across suncare and skincare, MECCA COSMETICA is informed by The Living Lab of Beauty – our network of expert skincare specialists who see millions of faces every year, and capture customer needs, wants, and feedback. The result is products that blend customer needs with expert science and keep up with modern conditions – especially the Australian sun. To Save Face SPF50+ Superscreen is MECCA's bestselling product, with one sold every 60 seconds in a MECCA store across ANZ. That skin-first authority has taken us global, with a curated SPF edit now offered direct-to-consumer in the UK and Europe. MECCA COSMETICA is part of MECCA-Maginations, a dedicated business unit that supports all of MECCA's own brands.

ABOUT THE AUSTRALIAN OPEN

The Australian Open, managed by Tennis Australia, is one of four tennis Grand Slams held each year and Australia's largest annual sporting event. Continually breaking attendance records, the 2025 tournament attracted more than 1.2 million people across three weeks, cementing its position as a global sporting and entertainment phenomenon.

The event delivers a record \$565.8 million in economic benefit to Victoria and reaches a worldwide audience of more than 1.9 billion viewers, showcasing Melbourne to the world. A relentless focus on innovation and fan experience has transformed the Australian Open into one of the players' and Australia's favourite events.