

# MECCA

## RTCH Pty Ltd Announces FY25 Financial Results

**20 April 2026:** RTCH Pty Ltd, parent company of MECCA in Australia, has reported revenue of \$1.43 billion for the financial year ending 27 December 2025. Profit after tax was \$125.9 million.

As an Australian-founded business, the result reflects MECCA's ongoing investment in its retail footprint, brand portfolio and digital experience.

In 2025, MECCA unveiled MECCA Bourke Street, its 4,000sqm Melbourne flagship, alongside four new stores, including Adelaide airport and regional locations such as Cairns. The business also completed seven relocations and five expansions, improving accessibility and enhancing the customer experience.

MECCA strengthened its brand portfolio, welcoming more than 40 new brands, including Victoria Beckham Beauty, Phlur and Youth to the People, reinforcing its commitment to bringing the world's best beauty brands to Australia and New Zealand.

The business also expanded into new categories, including wellness, and grew its advanced skin services offering, delivered by dermal experts, in response to increasing customer demand.

Investment to further enhance digital platforms, including the MECCA app, helped amplify the in-store experience, making it easier for customers to connect, research, and purchase.

With more than 7,000 team members across Australia and New Zealand, MECCA continued to invest in education and engagement through MECCAversity, its dedicated education platform. Programs delivered both online and in person included brand training, specialist capability development and biannual conferences for more than 500 store leaders.

Through its social change arm M-POWER, MECCA committed a further \$10 million to global gender equity initiative Co-Impact, bringing its total philanthropic commitment since 2022 to \$35 million. The business also launched two annual legacy initiatives, the MECCA Archive and the MECCA Prize, reinforcing its long-term commitment to championing women and girls.

### **Statement attributed to a MECCA spokesperson:**

*2025 was a milestone year for MECCA.*

*The opening of MECCA Bourke Street in our hometown of Melbourne was particularly special. Seeing on average 50,000 customers walk through the doors each week is a powerful reminder that people still value connection, expertise and the experience of discovering beauty in person.*

*At the same time, the rapid growth of our app shows how naturally digital can sit alongside that experience. Customers are using it to discover brands, learn and stay connected to MECCA between store visits.*

*Bringing the world's best beauty brands to our customers has always been at the heart of what we do, and we have an exciting pipeline of launches ahead.*

*Wherever our customers engage with us, in-store, online or through our app, our focus remains the same: creating exceptional experiences powered by the knowledge and passion of our team.*