



ODDITY Tech Ltd. Class Action Lawsuit - ODD

ODDITY Tech Ltd.
NASDAQ: ODD

Affected ODD Investor Summary

- **Who:** ODDITY Tech Ltd. ([NASDAQ: ODD](#))
 - **What:** Securities fraud class action lawsuit filed
 - **Class Period:** February 25, 2025 through February 24, 2026
 - **Deadline to Seek Lead Plaintiff Status:** May 11, 2026
 - **Key Lawsuit Allegations:** Material misstatements and/or omissions concerning the company's financial prospects
 - **Investor Action:** Contact [Kessler Topaz Meltzer & Check, LLP \(www.ktmc.com\)](http://www.ktmc.com) for recovery options
-

The *ODDITY Tech Ltd.* class action lawsuit was filed on behalf of those who purchased or otherwise acquired *ODDITY Tech Ltd.* ("*Oddity*") (NASDAQ: ODD) securities between February 26, 2025 and February 24, 2026, inclusive (the "Class Period"). Captioned *Peters v. ODDITY Tech Ltd.*, No. 26-cv-02046 (S.D.N.Y.), the *Oddity* class action lawsuit alleges that *Oddity* and/or certain of its officers and/or directors violated federal securities laws by making false or misleading statements and/or omitted to disclose material information.

If you lost money as a result of your *Oddity* investment and want to find out more about this action and your rights, fill out the form on this page or contact attorney Jonathan Naji, Esq. of KTMC by calling (484) 270-1453 or via e-mail at info@ktmc.com. Lead plaintiff motions must be filed with the court no later than May 11, 2026.

COMPLAINT ALLEGATION SUMMARY:

Oddity is a technology company that builds digital-first brands for the beauty and wellness industries. The company's sales growth heavily relies on its advertising partners, and as such, its revenue and customer acquisition costs are directly impacted by the advertisers' algorithms.

The complaint alleges that, throughout the Class Period, Defendants made materially false and/or misleading statements, as well as failed to disclose material facts about the company's business, operations, and prospects. Specifically, Defendants misrepresented and/or failed to disclose that: (1) a change in the algorithm used by *Oddity's* largest advertising partner was causing *Oddity's* advertisements to be diverted to lower quality actions at abnormally high costs; (2) thus, *Oddity's* customer acquisition costs significantly increased, impacting the company's business and financial prospects, strength, stability, and sustainability of its digital operating model and/or market position; and (3) as a result of the foregoing, Defendants' statements about the company's business, operations, and prospects were materially false and misleading and/or lacked a reasonable basis at all relevant times.

WHY DID ODDITY'S STOCK DROP?

On February 25, 2026, *Oddity* announced that it had "experienced a dislocation in our account with our largest advertising partner that we believe was driven by algorithm changes which diverted us to lower quality auctions at abnormally high costs." As part of the same announcement, *Oddity* stated that it now expected its "first quarter 2026 revenue to decline approximately 30% year-over-year." On this news, *Oddity's* stock fell more than 49%.

THE LEAD PLAINTIFF PROCESS:

The Private Securities Litigation Reform Act of 1995 permits any investor who purchased or acquired *Oddity* securities during the Class Period to seek appointment as lead plaintiff in the *Oddity* class action lawsuit. A lead plaintiff is a representative party that acts on behalf of other class members in directing the litigation. In order to be appointed lead plaintiff, the Court must determine that the class member's claim is typical of the claims of other class members, and that the class member will adequately represent the class. Your ability to share in any recovery is not, however, affected by the decision whether or not to serve as a lead plaintiff. Filling out the online form above or communicating with any counsel is not necessary to participate or share in any recovery achieved in this case. Any member of the purported class may move the court to serve as a lead plaintiff through counsel of his/her choice, or may choose to do nothing and remain an inactive class member.

ABOUT KESSLER TOPAZ MELTZER & CHECK, LLP:

Kessler Topaz Meltzer & Check, LLP (KTMC) is a leading U.S. plaintiff-side law firm focused on securities-fraud class actions and global investor protection. The firm represents individual investors as well as institutions, such as major pension funds, asset managers, and international investors. KTMC has led some of the largest recoveries in securities litigation and has been recognized by peers and the legal media with numerous accolades, including The National Law Journal's Plaintiff's Hot List and Trailblazers in Plaintiffs' Law, BTI Consulting Group's Honor Roll of Most Feared Law Firms, The Legal Intelligencer's Class Action Firm of the Year, Lawdragon's Leading Plaintiff Financial Lawyers, and Law360's Titans of the Plaintiffs Bar. The firm operates globally with offices in Pennsylvania and California. KTMC has recovered over \$25 billion for our clients and the classes they represent.

