

e.l.f.
BEAUTY
PRESS KIT

e.l.f.
eyes.lips.face.

e.l.f.
SKIN

KEYS
SOULCARE

WELL
PEOPLE

NATURUM

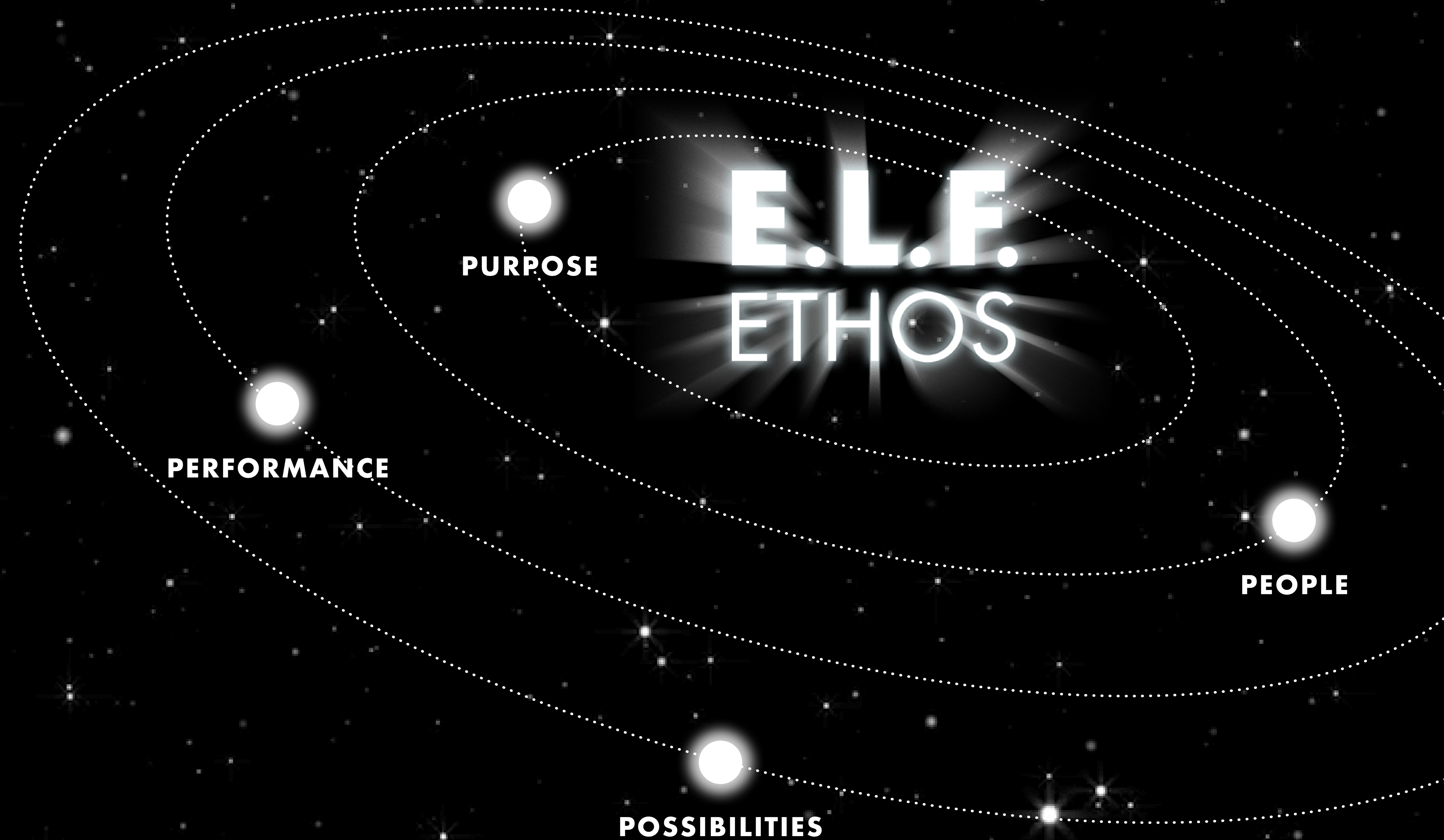
WHO WE ARE

It all starts with our ethos.

e.l.f. Beauty is the place where disruption thrives, self-expression soars and dreams become reality.

What started as the O.G. disruptor brand selling premium cosmetics for \$1 over the internet in 2004, e.l.f. Beauty is now a multi-brand, multi-category, multi-geography company — boldly defying the status quo.

Anything is e.l.f.ing possible when our ethos powers our purpose, our purpose powers our people, our people power our performance and our performance powers the possibilities.



WHO WE ARE

OUR PERSONA

We're a bold disruptor with a kind heart.

OUR BRANDS



KEYS
SOULCARE



elf
SKIN



elf
eyes.lips.face.



**WELL
PEOPLE**



NATURIUM

WHAT WE DO

OUR VISION

To be a different kind of beauty company – disrupting norms, shaping culture & connecting communities through positivity, inclusivity and accessibility.

OUR MISSION

We make the best of beauty accessible to every eye, lip and face.



WHY WE DO IT

OUR PURPOSE

e.l.f. Beauty stands with every eye, lip, face, paw and fin.

Encourage Self-Expression

We celebrate diversity and make the best of beauty accessible.

Empower Others

We provide equal opportunities for growth and success.

Embody Our Ethics

We strive to do the right thing for people, the planet and our furry and finned friends.



OUR VALUES

Delight Our Community

Our community inspires and informs everything we do. We include, encourage and celebrate every eye, lip and face.

Do the Right Thing

In our actions and words, we lead with honesty and integrity. We stand up for what we believe and use our platform to make a positive difference.

Embrace Change

Experimentation is fundamental to our growth. We fearlessly and bravely conquer new frontiers because we believe anything is e.l.f.ing possible.

Champion High Performance Teamwork

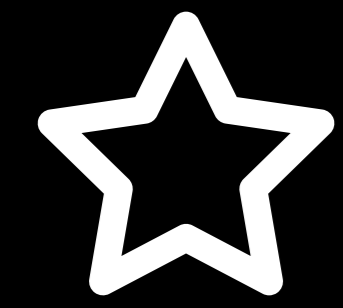
We treat each other with respect and leverage each other's strengths. We are open, honest and direct in the spirit of helping the team succeed.

Execute with Quality & Speed

Our community knows us by what they see, touch and experience. We are passionate about doing things well and at e.l.f. speed.

HOW WE DO IT

OUR SUPERPOWERS



Premium Quality

We have the unique ability to deliver better-than-prestige holy grails.



Extraordinary Prices

Our jaw-dropping value is the ultimate e.l.f. OMG.



Universal Appeal

We are for every eye, lip and face.



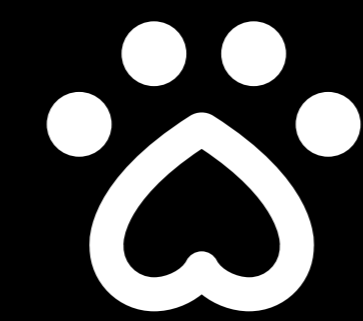
Easily Accessible

We make the best of beauty accessible.



e.l.f. Clean

We exclude 2,500+ ingredients from our formulas to exceed FDA and EUCR restrictions. The FDA only restricts 11 ingredients.



Cruelty Free

We are proudly 100% cruelty free worldwide.



Fair Trade Certified™

>85% of our products are made in Fair Trade Certified™ facilities.



OUR PERFORMANCE

e.l.f. Beauty at a glance



23
Consecutive quarters
of net sales growth*



1 of 6
Public consumer companies — out
of 546 — that has averaged at
least 20% quarterly sales growth
for 23 straight quarters**



FORTUNE
100 Fastest Growing
Companies



Inc.
2024 Best Workplaces
Honoree



#2
Mass color brand
in the U.S.**



#1
Favorite teen brand for
6 consecutive seasons***



Forbes
America's Best Brands
for Social Impact



allure
2024 Best of
Beauty Awards

*e.l.f. is the only brand, of the over 800 cosmetics brands tracked by Nielsen, to gain share for 22 consecutive quarters

**Nielsen XAOC latest period ending 10/5/2024, Color Cosmetics category

***Piper Sandler "Taking Stock with Teens" Survey, Fall 2024

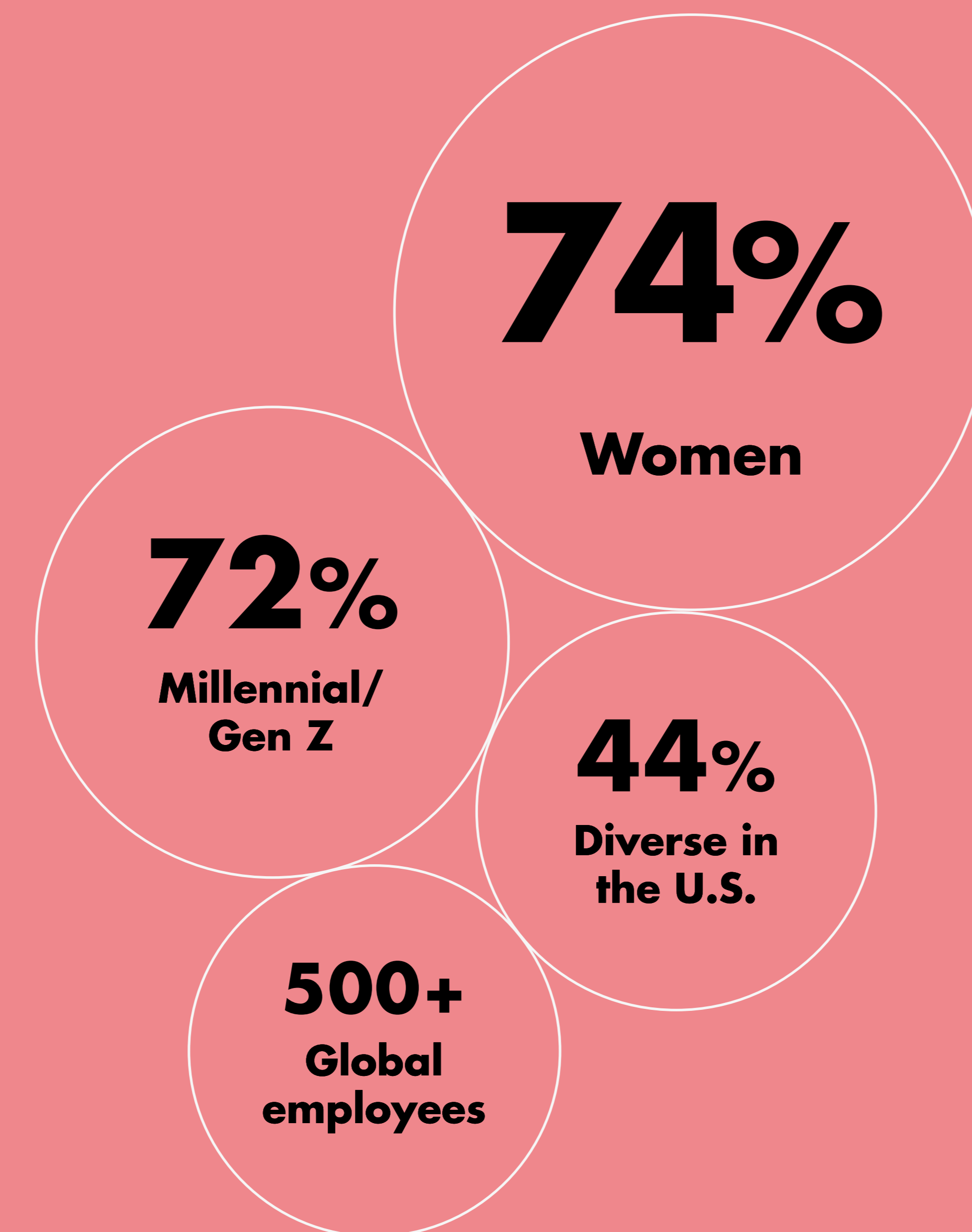
The power behind our performance is our people

Inclusivity in the boardroom

Just 1

company (out of ~4,100 publicly traded U.S. companies) with a Board of Directors that is 78% women and 44% diverse.

Reflecting the diverse communities we serve



Every e.l.f. is an owner

\$180 Million

in equity to 500+ e.l.f.z since 2014 excluding the executive team

Industry-leading employee engagement

90%

overall employee engagement (+18pp vs. industry benchmark)

OUR COMMITMENTS & IMPACT

Making an e.l.f.ing impact

e.l.f. Beauty gives back

2%

of our profits were donated in 2024 to drive positive impact in our communities. That's \$1.2 million.

e.l.f. clean standards

2,500+

ingredients excluded from our formulations to exceed FDA and EUCR restrictions. The FDA only restricts 11 ingredients.

Responsible sourcing

>85%

of our products are made in Fair Trade Certified™ facilities.



Double cruelty-free certification

100%

proudly cruelty free worldwide



Peta Certified



Leaping Bunny Certified

OUR EXECUTIVE TEAM



Tarang Amin

Chairman & Chief Executive Officer, e.l.f. Beauty

Tarang has been leading innovation and unleashing the superpowers of high performance teams to drive growth for world-class consumer brands for over 30 years.

Since joining e.l.f. as Chairman and CEO in 2014, Tarang took the company public (NYSE:ELF) in 2016 in one of the most successful beauty IPOs and has grown shareholder equity from \$135 million to over \$8 billion. Under his leadership, the business has strategically expanded into a multi-brand portfolio that includes e.l.f. Cosmetics, e.l.f. SKIN, Well People, Keys Soulcare and Naturium. e.l.f. is known for delivering premium quality cosmetics and skincare at an extraordinary value with broad appeal, that are e.l.f. clean, vegan, cruelty free and Fair Trade Certified. Tarang has been recognized for his leadership in Barron's Top CEOs of 2024.

He is an Advisory Board Member of the Coach K Center on Leadership & Ethics at Duke University's Fuqua School of Business and serves on the Boards of Pharmavite and J. M. Smucker.

Previously, Tarang served as President, Chief Executive Officer and Director of Schiff Nutrition, and held various leadership roles at The Clorox Company and Procter & Gamble.



Mandy Fields

Senior Vice President, Chief Financial Officer, e.l.f. Beauty

Mandy Fields joined e.l.f. Beauty as Chief Financial Officer in 2019 and has over 20 years of finance experience. Under Mandy's leadership, e.l.f. Beauty has seen 22 consecutive quarters of topline growth with the company's market cap increasing >8x during that same time frame.

Prior to e.l.f. Beauty, Mandy served as Chief Financial Officer at BevMo! where she sharpened her private equity expertise, transformed the supply chain and drove growth in a highly leveraged company. Prior to BevMo!, Mandy was Vice President of Finance & Analytics for Albertsons Companies, managing the P&L of the company's \$13 billion dollar multi-brand private label portfolio. Her journey within the consumer industry began at The Gap, Inc., following her impactful work in equity capital markets at J.P. Morgan.



Kory Marchisotto

Senior Vice President, Chief Marketing Officer, e.l.f. Beauty & President, Keys Soulcare

The personification of e.l.f.'s renegade spirit, Kory's fearless approach to brand building has helped fuel e.l.f. Beauty's record-breaking 22 consecutive quarters of net sales growth and grow e.l.f. Cosmetics into the #2 largest mass cosmetics brand nationally, the #1 favorite for Gen Z, and the #1 most-purchased cosmetics brand for Gen Alpha and Millennials.

A bold disruptor with a kind heart who has been building brands for decades, Kory started her career at LVMH and Puig, before spending 18 years at Shiseido, transforming prestige brands and business models across multiple divisions. Since joining e.l.f. Beauty in 2019, Kory has led the resurgence of e.l.f. Cosmetics, defined the company's game-changing purpose platform, and strategically expanded the company's portfolio to include e.l.f. SKIN, Naturium, Well People and Keys Soulcare.

Recognized as a powerful change agent and inspirational leader by WWD (25 Most Inspiring Women), Business Insider (27 Most Innovative CMOs in the World), Forbes (Entrepreneurial CMO 50) and more, Kory continues to show the world that anything is e.l.f.ing possible 🚀.

OUR EXECUTIVE TEAM



Scott Milsten

Senior Vice President,
General Counsel &
Chief People Officer,
e.l.f. Beauty

Scott Milsten joined e.l.f. Beauty in 2014 and currently serves as Senior Vice President, General Counsel and Chief People Officer. With over 15 years of experience as an executive officer, he has successfully implemented transformative organization change and driven significant increases in enterprise value.

In his current role at e.l.f., Scott led the company to a highly successful IPO in 2016 (NYSE: ELF), which has sustained category-leading growth. Scott has expertise in implementing corporate governance best practices, negotiating acquisitions and dispositions, handling SEC reporting and securities compliance, managing litigation and designing ESG initiatives and programs.

In his expanded role as Chief People Officer for e.l.f., Scott fuels a workplace culture of empowerment, inclusion, positivity and equal opportunity. He developed the company's progressive employee initiatives, including a total compensation program that rewards every e.l.f. employee with equity and high-bonus potential based on performance.

Prior to e.l.f., Scott served as Senior Vice President and General Counsel for both Schiff Nutrition (NYSE: SHF) and Celera Corporation (Nasdaq: CRA), guiding both to sales to strategic buyers. He began his career as a mergers and acquisitions attorney.



Fanny Xu

Vice President,
General Manager,
China Operations,
e.l.f. Beauty

Fanny Xu is Vice President, General Manager, China Operations, e.l.f. Beauty, and assumed the role in 2014. She oversees the Asia Operations teams inclusive of research & development, sourcing, quality, planning, production and logistics. Fanny is responsible for leading e.l.f.'s supply chain operations in China with a focus on optimization, digitization and sustainability.

With over three decades of experience in the beauty industry as well as the international business practices, Fanny previously served as General Manager of The Mary Kay Supply Chain in which she developed strategies and led the global sourcing and manufacturing teams. Prior to Mary Kay, she was the Associate Supply Chain Director of Johnson & Johnson Medical, Greater China region and held the Sales Manager position at Holly, an iron and steel company headquartered in Hong Kong. Fanny's professional journey started at Swallow Cosmetics, a Japanese haircare company.

Fanny holds a bachelor's degree in International Business from Shanghai University and a Master of Business Administration from the joint program of Shanghai Finance and Economics University, China and Webster University, U.S.



Jennie Laar

Senior Vice
President, Chief
Commercial Officer,
e.l.f. Beauty

Jennie Laar joined e.l.f. Beauty as Chief Commercial Officer in 2022. In this role, Jennie is responsible for overseeing the commercial strategy, development and expansion for five brands across North America, Europe and Asia. Jennie has been instrumental in growing brand awareness through space expansion in existing retailers, building new partnerships and accelerating international launches, and expansions within existing regions.

Jennie has almost 30 years of experience leading global sales and merchandising teams in the beauty and retail sectors. She has a strong track record of spearheading significant global brand expansions and a broad expertise in retailer.



Josh Franks

Senior Vice
President,
Operations,
e.l.f. Beauty

Josh Franks joined e.l.f. Beauty in 2020 as Senior Vice President, Operations, bringing 20 years of operations and supply chain experience. Prior to e.l.f., he served as Senior Vice President of Operations at Lyrical Foods, makers of innovative plant based dairy substitutes under the Kite-Hill brand. Before Lyrical, Josh was Vice President of Operations at Raybern foods, a vertically integrated frozen food manufacturer. Prior to that, he spent seven years with Del Monte Foods in supply chain positions of increasing responsibility. Josh holds a Bachelor of Science in Business Administration with concentrations in Operations Management and Supply Chain Management from North Carolina State University.

CONTACT US

**Got a question?
Send us a note.** 

Media

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ir@elfbeauty.com

Download our assets

Click the link below to download e.l.f. Beauty logos, executive team headshots and brand product imagery.

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