

CHARITABLE CONTRIBUTIONS POLICY

OVERVIEW

At e.l.f. Beauty, Inc. ("e.l.f." or the "Company"), we have a public goal to donate 2% of our prior year profits to drive positive impact in our communities annually. We support and empower underserved communities by partnering with like-minded organizations on a national and, when possible, international level. Through our partnerships with non-profit organizations and our employee donation matching programs, we support causes that are important to our diverse employee base across a range of sectors.

PROGRAMS AND PRACTICES

In FY 2024, e.l.f. Beauty donated over \$1.2 million to various charities through a combination of formal partnerships and corporate matching of employee donations. These donations represented 2% of prior year profits—again achieving our goal to donate 2% of our profits each year to drive positive impact in our communities.

We have a unique Holiday Employee Match program that offers employees the ability to triple their donations to the nonprofit organizations most important to them -- we match employee donations, up to \$500 per employee, and our CEO then personally donates to match each employee donation. Our 2023 Holiday Employee Match program raised a total of \$230,000 to benefit 180 non-profit organizations that are closest to our e.l.f.z hearts.

OVERSIGHT

This Policy applies worldwide to all employees and partners of e.l.f. Beauty. These principles were approved by the Board of Directors and Executive Team of the Company.

Last updated: September 2024