

# DIVERSITY, EQUITY AND INCLUSION POLICY

## OVERVIEW

At e.l.f. Beauty, Inc. (“e.l.f.” or the “Company”), our commitment to diversity, equity and inclusion is infinite. We believe in a world where everyone can own their beauty, without compromise. Our mission is to make the best of beauty accessible to every eye, lip, face and skin concern and we believe it is important that our team reflects the diverse consumers we serve.

Our deep commitment to diversity, equity and inclusion (DEI) is exemplified by the diversity of both our Board of Directors and our employee base. We are committed to ensuring that diversity is represented across our entire team – including but not limited to gender, race, sexual orientation, national origin, ability and age. We promote DEI at all levels of our workforce, and our senior leadership team takes full ownership of our DEI initiatives and programs.

## PROGRAMS AND PRACTICES

***we believe it is important that our team reflects the diverse consumers we serve.***

Our commitment to diversity, equity and inclusion starts at the top with a highly skilled and diverse Board of Directors. As of September 2024, our Board is 78% women and 44% diverse. We're proud that our employee base, which is 74% women, over 40% diverse, and over 72% millennial and Gen Z, is representative of the diverse communities we serve. We're also proud to be 1 of 2 companies of the more than 4,100 publicly traded U.S. companies with a Board of Directors that is ¾ women and ¾ diverse.

The following infographic provides certain statistics of our team as of September, 2024.

## REPRESENTATION OF WOMEN

● Women

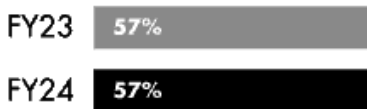
### All Employees<sup>1</sup>



### Directors and Above



### Executive Team<sup>2</sup>



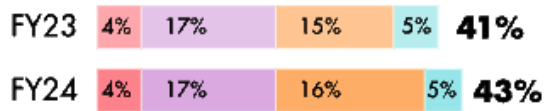
### Board of Directors<sup>3</sup>



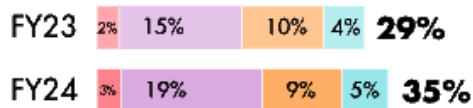
## REPRESENTATION OF HISTORICALLY UNDERREPRESENTED GROUPS

● Black ● Hispanic  
● Asian ● Other

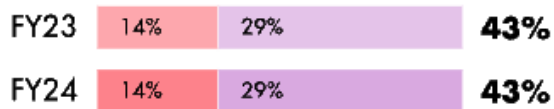
### All Employees<sup>1</sup>



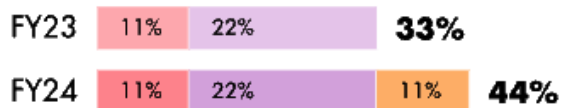
### Directors and Above



### Executive Team<sup>2</sup>



### Board of Directors<sup>3</sup>



<sup>1</sup> Employee demographic figures based on our full-time employees as of September 9, 2024. Race/ethnicity percentages exclude our employees outside of the United States.

Note: We are an equal-opportunity employer and do not use race, ethnicity, gender or any other protected criteria as a factor in any employment decisions, such as hiring, promotions or compensation.

<sup>2</sup> Executive Team includes our Executive Officers and the Vice President, General Manager of our China operations.

<sup>3</sup> Board of Director stats are effective as of August 22, 2024.

## ***we take pride in leading with inclusivity through our marketing communications.***

Our brands have long underscored our company's commitment to inclusivity. We intentionally cast a diverse set of models, creators and community members who represent marginalized and underserved communities to celebrate diversity in all its forms and emphasize the beauty of body positivity.

## ***we partner with organizations that celebrate the uniqueness of every eye, lip and face.***

In addition to our internal programs, we partner with several like-minded outside organizations to promote the principles of diversity, equity and inclusion. 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. The non-profit organizations we have supported in the past include the National Association of Corporate Boards, American Civil Liberties Union, SisterSong, It Gets Better Project, Project Glimmer, and Pull Up for Change, among many others. Through these partnerships and our employee donation matching programs, we support causes that are important to our diverse employee base across a range of sectors including social justice, civil rights, women's empowerment, and reproductive rights, among others.

## **TRAINING**

To drive change, we believe there must be continuous education, learning and sharing. We are committed to providing DEI programs and initiatives that support our employees. We invest and participate in DEI education and provide opportunities for our employees to learn from and engage with others, including:

- **Behaviors of Inclusion (Host by LifeLabs Learning):** The Behaviors of Inclusion Workshop is designed to equip e.l.f.z with practical tools and skills to foster a more inclusive environment within their teams and cross-functionally across e.l.f. Beauty. The focus is on understanding and implementing behaviors that promote inclusion, equity, and belonging, leading to stronger team dynamics, higher engagement, and high-performance teams.
  - e.l.f. University has hosted six 2-hour workshops between January 2024 and August 2024, with a total of 111 employees having attended at least one workshop and 222 hours of learning.
  - The course is designed for all employees. This year we focused on all new hires and any employee who might have missed a session in 2023 to ensure all employees go through the workshop.

## **MONITORING, AUDITING & VERIFICATION**

At e.l.f. Beauty, we are looking to continuously improve our diversity, equity and inclusion programs and initiatives. We benchmark ourselves against our peers and are in the process of establishing goals across the organization. We plan to report on our progress annually.

We also monitor and conduct regular diversity audits to better understand our workforce demographics so that we can inform our strategy and programs going forward. On an ongoing basis, we have an open link for our employees to submit any comments, questions or concerns, which our senior leadership address at our bi-weekly, Company-wide Town Hall meetings. We are always open to feedback and suggestions from our employees, as their needs in the workplace are our highest priority.

## **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*