

CHARITABLE CONTRIBUTIONS POLICY

OVERVIEW

At e.l.f. Beauty, Inc. ("e.l.f." or the "Company"), 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 including social justice, the environment and animal rights, among others.

PROGRAMS AND PRACTICES

In FY 2022, e.l.f. Beauty donated nearly \$185,000 to various charities through a combination of formal partnerships and corporate matching of employee donations. The non-profit organizations we supported in FY 2022 included, among others:

- **Girls Inc.:** Girls Inc. is a non-profit organization equipping girls to navigate gender, economic and social barriers and grow up healthy, educated and independent. As part of our partnership with Girls Inc., we donated \$50,000 in FY 2022, and invited Girls Inc. to participate in e.l.f. Beautyscape, an annual event that empowers beauty's rising stars with the opportunity to build a cosmetics and skincare collection that is sold through a national retailer. The Girls Inc. alumnae had the opportunity to be mentored by e.l.f. Beauty business leaders, while gaining experience and advice from our marketing, creative and sales teams.
- **It Gets Better Project:** Since 2020, we have teamed up with the It Gets Better Project, an inspiring non-profit organization with the mission of uplifting, empowering and connecting LGBTQIA+ youth around the globe through storytelling. Together with the It Gets Better Project, we held a "It's Pronoun Time" masterclass session in FY 2022 to educate our employees on what pronouns are (in the context of the LGBTQ+ community), why they are important, how to use gender-inclusive pronouns, and more. We're pleased that over 75% of our employees participated in this masterclass. Additionally, in June 2022, we created a limited edition Big Mood Mascara Pride Edition, with 100% of the proceeds donated to the It Gets Better Project. In addition, across all of our brand websites (elfcosmetics.com, wellpeople.com and keyssoulcare.com) consumers were able to round up their purchases to the nearest dollar to benefit the It Gets Better Project. In total, we donated over \$20,000 to the It Gets Better Project in FY 2022.
- **Project Glimmer:** Project Glimmer is a non-profit organization dedicated to inspiring every girl to envision and realize an empowered future. In March 2022 in celebration of International Women's Day, we teamed up with Georgina Trevino to create a limited edition handcrafted e.l.f. ear cuff. Consumers

were invited to a special drawing to win one of ten ear cuffs and we donated to Project Glimmer for each drawing entry. We donated over \$25,000 to Project Glimmer.

- **Pull Up for Change:** Pull Up for Change is a non-profit organization committed to advancing the economic wellbeing of Black communities around the world. In February 2022 in celebration of Black History Month, we teamed up with other beauty brands to participate in “Make it BLACK,” an initiative developed by Pull Up For Change to create meaningful conversations around the vilification of Black. We created a limited edition MAKE IT BLACK Total Face Sponge and donated 100% of the proceeds, over \$35,000, to the Pull Up For Change Impact Fund.

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 2022