

# 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. Our Board is 56% women and 33% diverse. We are proud to be one of only 26 public companies listed in the United States where members of underrepresented demographic groups represent at least a third of the Board (out of nearly 4,500 public companies)<sup>1</sup>. We're also proud that our employee base, which is over 75% women, over 40% diverse, and over 65% millennial and Gen Z, is representative of the young, diverse consumers we serve.

The following infographic provides certain statistics of our team for FY 2022.

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<sup>1</sup> Source: MSCI ESG Ratings

## REPRESENTATION OF WOMEN

● Women

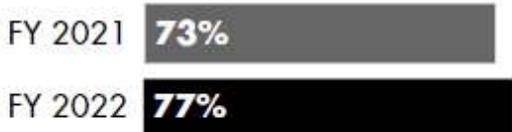
### Board of Directors



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



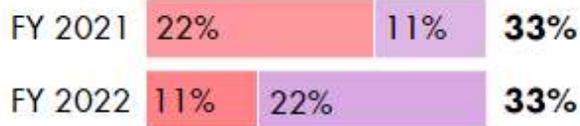
### All Employees



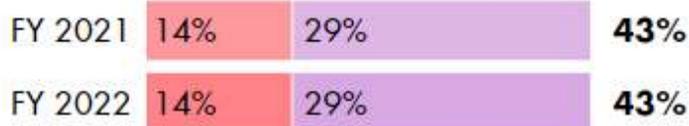
## REPRESENTATION OF HISTORICALLY UNDERREPRESENTED GROUPS

● Black ● Hispanic  
● Asian ● Other

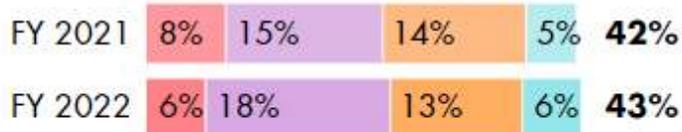
### Board of Directors



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



### All Employees<sup>3</sup>



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

<sup>3</sup> Race/ethnicity percentages exclude our employees in China.

### ***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, especially in our youth. 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 the 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, the environment and animal 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 numerous opportunities for our employees to learn from and engage with others:

- **Behaviors of Inclusion Training** We offer a Behaviors of Inclusion Course to all employees, through our partnership with LifeLabs Learning. In this workshop, our employees practice behaviors of inclusion and learn how to be a better advocate for themselves and others. We're pleased to report that over 90% of our employees have completed this training.
- **e.l.f. Beauty Master Class Series** We regularly host masterclass education events for our employees to lean into cultural moments such as Black History Month; International Women's Month; Asian American and Pacific Islander (AAPI) Heritage Month; Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Pride Month; and LatinX Heritage Month. Our intention is to educate, empower and inspire with extraordinary panels of leaders and allies so that we can fuel an even brighter future.

## 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 2022*