

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 including social justice, the environment and animal rights, among others.

PROGRAMS AND PRACTICES

In FY 2023, e.l.f. Beauty donated over \$635,000 to various charities through a combination of formal partnerships and corporate matching of employee donations. These donations represented nearly 3% of prior year profits—exceeding 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. During our 2023 Holiday Employee Match program, e.l.f. donated nearly \$25,000 of corporate funds to over 100 organizations across a range of important causes including women’s reproductive rights, food security, animal welfare, health research, racial/gender justice, education and others.

The non-profit organizations we supported in FY 2023 included, among others:

- **Whale and Dolphin Conservation (WDC):** In FY 2023, we donated \$100,000 to Whale and Dolphin Conservation (WDC). WDC aims to make an environmental impact through ending captivity of whales and dolphins through relocation and campaign efforts, bringing an end to whale and dolphin hunting, and creating healthy seas through scientific research and education. Our donation will support research and educational programs at WDC to inspire and engage girls in marine life conservation and help them discover career pathways rooted in STEM.
- **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. Over the past two years, we have teamed up with Pull Up For Change for their “Make It Black” program to celebrate the beauty of Black. In FY 2023, our new O FACE Satin Lipstick in All Night was part of the collection which supports the Pull Up For Change Small Business Impact Fund and its mission to advance the economic wellness of black communities worldwide by inspiring change at a corporate, community and individual level. To date, e.l.f. Beauty has donated \$50,000 to support this cause.

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 2023