

# **e.l.f. Beauty, Inc.**

Fact Sheet

**E L F**

**L I S T E D**

**N Y S E**

# e.l.f. Beauty

## QUICK REFERENCE

e.l.f. Beauty, Inc.

NYSE: ELF

Website: [www.ELFBEAUTY.com](http://www.ELFBEAUTY.com)

## BUSINESS SUMMARY

Since 2004, e.l.f. Cosmetics has made the best of beauty accessible to every eye, lip and face. We make high-quality, prestige-inspired cosmetics and skin care products at an extraordinary value and are proud to be 100% vegan and cruelty-free. As one of the first online beauty brands, e.l.f. continues to attract a highly engaged audience and set benchmarks with new digital platforms. Our brand is widely available at leading retailers such as Target, Walmart and Ulta Beauty, and has a growing international presence.

*We build brands designed to disrupt industry norms, shape culture and connect communities through positivity, inclusivity and accessibility. Our products are clean, cruelty-free and offer unparalleled quality for price.*

## BUSINESS INSURANCE SOLUTIONS

- **e.l.f. eye.lips.face**  
100% vegan and cruelty-free, worldwide.
- **e.l.f. SKIN**  
A powerful anti-aging serum that reduces the appearance of fine lines and wrinkles over time for rejuvenated, smooth, and radiant skin.
- **W3LL PEOPLE**  
Plant-powered. Super clean. High performance.
- **KEYS SOULCARE**  
Dermatologist-developed, clean formulas.  
Skin-nourishing ingredients. Soul-nurturing rituals.

## ANNUAL REVENUES

	2022	2021	2020
Net Sales	\$ 392,155,000	\$ 318,110,000	\$ 282,851,000
Gross Profit	\$ 251,732,000	\$ 194,157,000	\$ 157,155,000
Net Income	\$ 21,770,000	\$ 6,232,000	\$ 17,884,000

## CONTACT INFORMATION

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## Recent Press Releases *(Headlines and Excerpts)*

### Keys Soulcare Reveals its Latest Skin-Nourishing and Soul-Nurturing Skincare Innovation with Clinically Proven Multi-Benefit Peptide Serum

December 19, 2022 -- Keys Soulcare, a new vibe in beauty centered around caring for your whole self – body, mind and spirit, created by Alicia Keys with board-certified leading dermatologist Dr. Renée Snyder, continues to advance the connection between skin + soul with the launch of Truly Becoming Multi-Benefit Peptide Serum. A clinically proven serum that plumps, hydrates and visibly reduces fine lines and wrinkles with a poly-peptide complex and marine bamboo. Clinical results speak for themselves as 97 percent of subjects experienced an instant improvement in the appearance of fine lines and wrinkles\*, while 98 percent saw an increase in skin hydration immediately\* and 100 percent experienced an improvement in the appearance of fine lines and wrinkles in just seven days\*. “We’re gratified that the transformations experienced by users of Truly Becoming Multi-Benefit Peptide Serum are so profound,” says Dr. Renée Snyder.

#### SKIN-NOURISHING INGREDIENTS

Truly Becoming Multi-Benefit Peptide Serum was mindfully formulated with key ingredients sourced to plump, hydrate and rejuvenate the skin. The formula includes:

- Poly-Peptide Complex, a potent amino acid formulation that helps to visibly firm and improve skin tone.
- Marine Bamboo, a highly effective seaweed extract that helps reduce the appearance of fine lines.
- Multi-Weight Hyaluronic Acid, a powerful hydrator in high and low molecular weights that helps keep skin hydrated for a plump, smooth look.

Truly Becoming Multi-Benefit Peptide Serum is dermatologist-developed, clean, vegan, cruelty-free, non-comedogenic and fragrance-free.

### e.l.f. Beauty Announces Second Quarter Fiscal 2023 Results

– **Delivered 33% Net Sales Growth** –

– **Gained 115 Basis Points of Market Share** –

– **Raises Fiscal 2023 Outlook** –

November 2, 2022 -- e.l.f. Beauty (NYSE: ELF) today announced results for the three and six months ended September 30, 2022.

#### Three Months Ended September 30, 2022 Results

For the three months ended September 30, 2022, compared to the three months ended September 30, 2021:

- Net sales increased 33% to \$122.3 million, primarily driven by strength in both our retailer and e-commerce channels.
- Gross margin increased approximately 190 basis points to 65%, primarily driven by price increases, cost savings and product mix, partially offset by inventory adjustments and higher transportation costs.
- Selling, general and administrative expenses ("SG&A") increased \$13.7 million to \$64.2 million, or 52% of net sales. Adjusted SG&A (SG&A excluding the items identified in the reconciliation table below) increased \$11.0 million to \$56.2 million, or 46% of net sales. The increase was primarily due to an increase in compensation and benefits, marketing and digital spend, and operations costs.
- The provision for income taxes was \$1.6 million.
- Net income was \$11.7 million on a GAAP basis. Adjusted net income (net income excluding the items identified in the reconciliation table below) was \$20.1 million.
- Diluted earnings per share were \$0.21 on a GAAP basis. Adjusted diluted earnings per share (diluted earnings per share calculated with adjusted net income excluding the items identified in the reconciliation table below) were \$0.36.
- Adjusted EBITDA (EBITDA excluding the items identified in the reconciliation table below) was \$27.3 million, or 22% of net sales, up 47% year over year.

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**WWW.ELFBEAUTY.COM**

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