

BOARD DIVERSITY

We value boardroom diversity as integral to effective corporate governance. We believe that board diversity – gender, race, age, insight, background, personality, and professional experience – is a necessity that improves the quality of strategic decision-making and long-term vision, and represents the kind of company we aspire to be.

Over the past eight years the Board has made meaningful efforts to diversify board membership, **increasing the percentage of women on our Board from 22 percent to 67 percent**. In addition, two years ago we began disclosing the demographic background and gender identity of each director nominee. This enhanced diversity has strengthened board-level expertise in critical areas such as: consumer goods and global retailing; corporate financial management; strategic planning and transaction execution; data protection and cybersecurity; and integrated marketing, digital experience, e-commerce and mobile.

Sustained Commitment to Board Diversity

- Percentage of women on our Board increased from 22% to 67% in past 8 years
- Board nominated for 2023 award for Promoting greater diversity and inclusion (NACD)
- Four-time winner of Champions Award for accelerating gender balance (Women's Forum of NY)

Our Board's leadership by example on diversity continues to be recognized. In November 2023 the Company became a three-time winner of a "Corporate Champions" award, bestowed by the Women's Forum of New York, which promotes gender parity and diversity on corporate boards. The Women's Forum named SBH as a "50% Plus Corporate Champion", the highest tier awarded for S&P 500 and Fortune 1000 companies with board seats held by women. In FY23 *Women Inc.* magazine named our female directors to their celebrated list of "Most Influential Corporate Board Directors." In FY22 the National Association of Corporate Directors (NACD) named SBH director Dorlisa Flur to the prestigious 2022 NACD Directorship 100™, which honors "those who have demonstrated exemplary board leadership and innovation in corporate governance." The NACD also named our Board as a nominee for a 2023 NACD NXT™ Recognition Award.

These awards showcase board expertise and practices that promote greater diversity and inclusion.

Under our Corporate Governance Guidelines, the Nominating, Governance and Corporate Responsibility Committee recommends to the Board criteria for selection of directors and reviews periodically with the Board the criteria adopted by the Board. Although the Guidelines do not contain a specific policy on diversity, the Board demonstrates – by its own diverse composition – its commitment to diversity and inclusion.

The Corporate Governance Guidelines are available on our website at <https://investor.sallybeautyholdings.com> and are available in print to any person, without charge, upon written request to our Vice President of Investor Relations.

Our Board recognizes that they play a crucial role in setting the tone for the Company's workplace culture. The Board has encouraged leaders to hire exceptional employees that bring diversity of thought that allows us to better anticipate the needs and concerns of our various customers. By hiring people with diverse voices, listening to them, and responding accordingly, we believe that we are taking the necessary steps to maintain our long-term sustainability.