MARY KAY

COORDINATING LOCAL, STATE & FEDERAL LOBBYING

PUBLIC AFFAIRS COUNCIL WORKSHOP PRESENTATION



MARY KAY ASH: OUR ICONIC LEADER



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Our company was begun with only one objective... that of giving women the chance to succeed.

- Mary Kay Ash



GLOBAL BRAND WITH LOCAL ROOTS





MARY KAY AROUND THE WORLD

Mary Kay[®] products are sold in nearly 40 countries by millions of Independent Beauty Consultants worldwide.





AN INTEGRATED APPROACH IS ESSENTIAL

BUILD YOUR BRAND

PROTECT & ENHANCE REPUTATION

EDUCATE KEY STAKEHOLDERS ON ISSUES MITIGATE LEGISLATIVE & REGULATORY RISK

STRATEGIES FOR COORDINATED LOBBYING

Establish Clear Objectives Build Strong Internal & External Partnerships Engage Stakeholders with Consistent Messaging

Evaluate ROI & Resource Optimization



PUBLIC AFFAIRS KEY OBJECTIVES



Seek to mitigate risk and positively influence legislation, regulations, and public policies that affect our products & business.

Maintain positive relationships with elected officials and engage in trade associations to advocate for favorable policies in the U.S. and other contexts.





Partner with Mary Kay departments and subsidiaries to understand their needs, support our Company, and our business interests.

ISSUES MANAGEMENT

Identify	 Early identification, trends, proactive, reactive
Assess	 Determine the impact of an issue on the business, prioritize – which issue poses greatest risk
Action	 Determine appropriate course of action and resources needed
Evaluate	 Track outcomes and successes, review, identify lessons learned

KEY ISSUE AREAS FOR MARY KAY



Direct Selling & Entrepreneurship

Protect the Mary Kay opportunity and the independent status of IBCs.



Product

Protect Mary Kay's product portfolio and consultants' ability to sell products to customers.

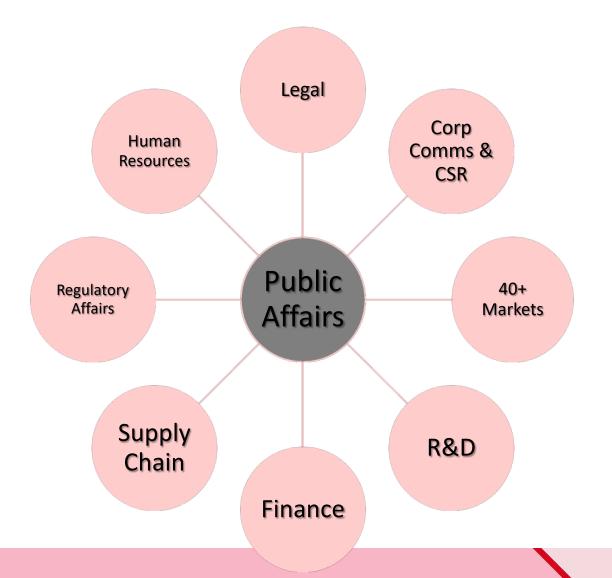


Business

Protect Mary Kay's ability to operate, manufacture, and distribute product globally and mitigate impact of other policies affecting business.



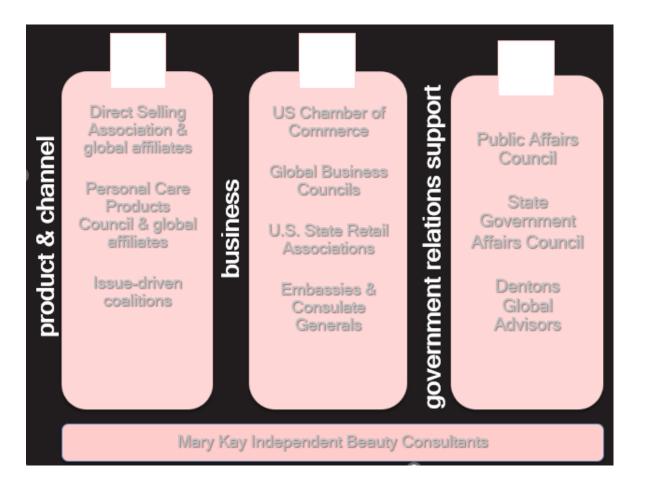
INTERNAL PARTNERSHIPS & COLLABORATIONS



MARY KAY 14

TRADE ASSOCIATIONS ARE KEY

- Get involved in trade associations within your issue areas.
- Trade associations are valuable resources to stay up-to-date on issues impacting the business.
- Work to actively participate, engage, and establish thought leadership to maximize investment.
- For multinationals maintain a global list!





LEWISVILLE TREE PLANTING

Engaging key stakeholders and elected officials in philanthropic activities



ENGAGEMENT AT LOCAL CORPORATE EVENTS

Building Closer Ties with State, National, and Global Stakeholders







Public Affairs hosted:

- Personal Care Products Council
- Texas Retail Association
- Consul General of Mexico in Dallas
- North American Strategy for Competitiveness (NASCO)



LEADERSHIP CONFERENCE 2024

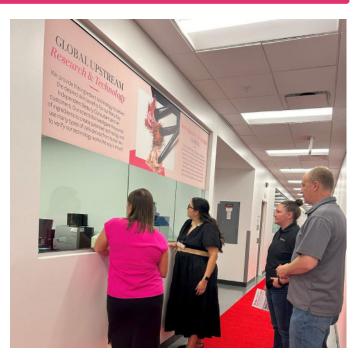
Engaging with Local Elected Officials – Proclamation of Mary Kay Day in Fort Worth



FACILITY SITE VISITS IN DALLAS

Building Closer Ties with National Trade Association

Public Affairs hosted the Personal Care Products Council at TMKB and R3, coordinating roundtable discussions with key MK partners in Legal, Regulatory, Product Development, and Supply Chain.







WESTERN DISTRIBUTION CENTER SITE VISIT

Building new relationships in Nevada with Congressman Amodei (R-NV-2)

Congressman Amodei (R-NV) has served as the U.S. Representative for Nevada's Second Congressional District since 2011. He is a member of the House Appropriations Committee, and serves on the Financial Services, Legislative Branch, and Interior subcommittees. Since 2024, he has served as Chairman of the Homeland Security Subcommittee.

> He represents 700+ IBCS in Nevada!



KEY STATE FORUMS

Engaging with State Elected Officials Across the U.S. and Diving into Policy Issues



PCPC CALIFORNIA LOBBY DAY

Advocating on Product Issues and providing small business perspective



Team Lipstick: 6 Companies 2 IBCs 1 PA Staff

> 13 Legislative Offices

2 Senate Committees



Elected officials engaged:

Assemblymembers Lori Wilson, Kevin McCarty, Eduardo Garcia, Josh Hoover, Mia Bonta, Akilah Weber, Jacqui Irwin, Cecilia Aguiar-Curry, Akilah Weber

Senators Ben Allen, Melissa Hurtado, Angelique Ashby, Bill Dodd

POLICY COMMS – GEORGIA REFORESTATION

Shared with 237 Legislative Offices in the State of Georgia:

Governor Lt. Governor State Representatives State Senators

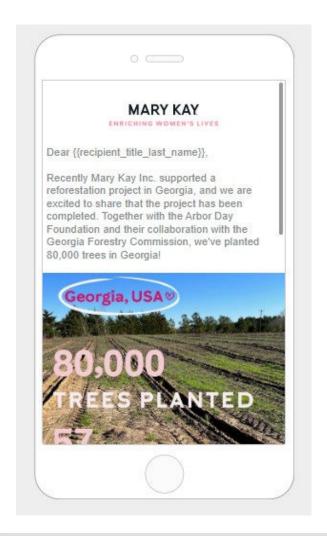
MARY KAY

Dear Senator Watson,

Recently Mary Kay Inc. supported a reforestation project in Georgia, and we are excited to share that the project has been completed. Together with the Arbor Day Foundation and their collaboration with the Georgia Forestry Commission, we've planted 80,000 trees in Georgia!



These native pines are helping to restore the natural forest mix, creating a healthier habitat for wildlife and improving air quality.



RELATIONSHIP BUILDING WITH CONGRESS



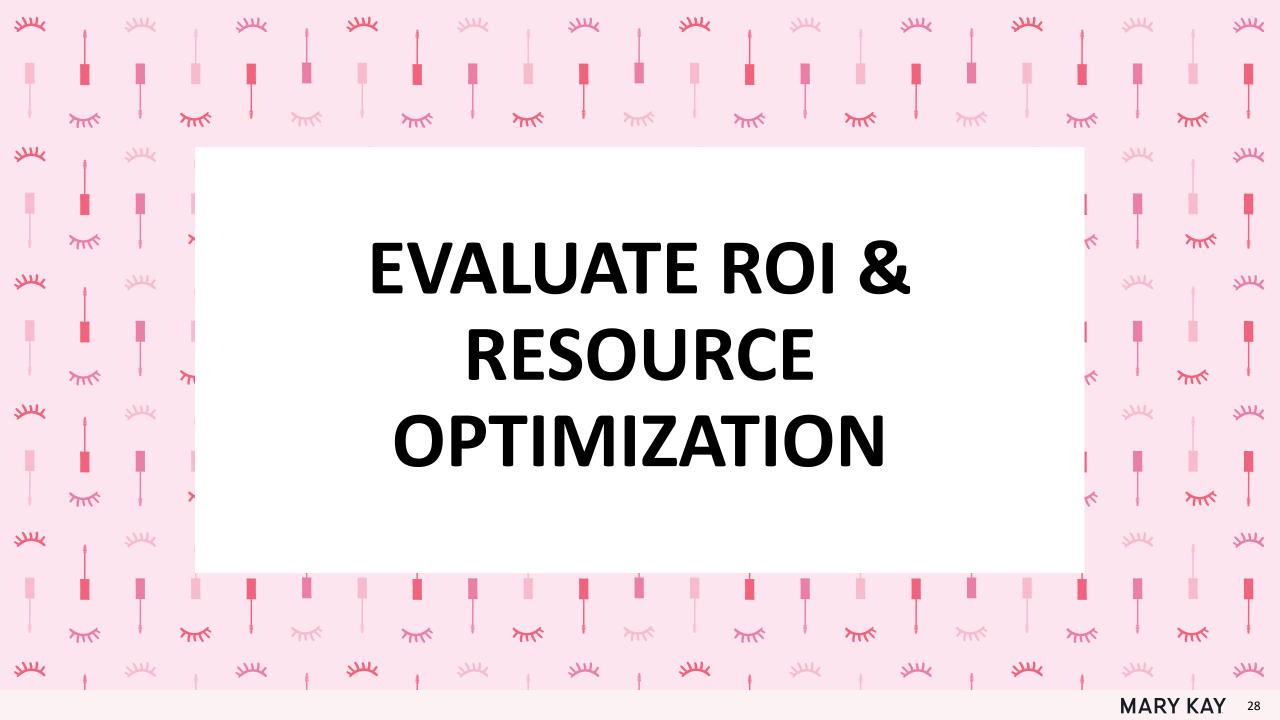
SALES FORCE ON CAPITOL HILL



CANADIAN AND MEXICAN CONSUL GENERALS

Promoting international trade and USMCA benefits & addressing supply chain issues

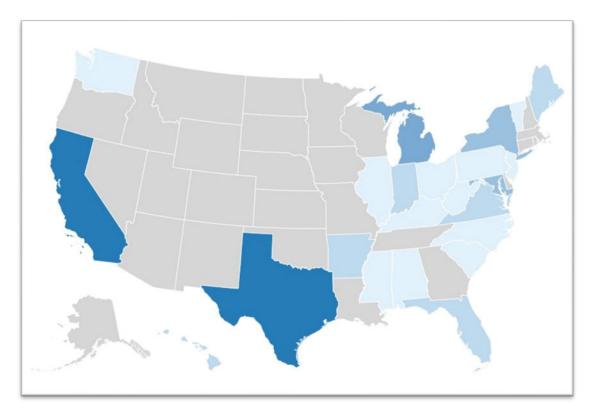




CONTINUOUS IMPROVEMENT: EVALUATE ROI



2016 to 2021 U.S. Legislative Successes





STRATEGIES FOR COORDINATED LOBBYING

Establish Clear Objectives

- Know your business to integrate initiatives with overall business strategy and goals
- Balance the interests of various stakeholders and ensure alignment with the company's goals
- Assess and leverage your strategic advantages
- Align teams around common strategic objectives and corporate values to foster a collaborative culture

Build Strong Internal & External Partnerships

- Break down silos to collaborate with various teams cross-functional teams throughout the organization
- Establish regular communication and promote open communication channels to share information and insights, and align policy priorities
- Leverage associations and other allies

Engage Stakeholders with Consistent Messaging

- Engage stakeholders at all levels with a unified message across local, state, and federal levels to avoid conflicts and ensure clarity
- Highlight the impact of legislation on business operations
- Work closely with corporate communications to ensure message alignment in other public-facing materials

Evaluate ROI & Resource Optimization

- Coordinated efforts can lead to more efficient use of resources and better outcomes
- Utilize tools and software to save time and for data management and tracking lobbying activities
- For small teams, train advocates throughout the company and in the field
- Continuously evaluate the effectiveness of lobbying efforts and adjust strategies accordingly

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