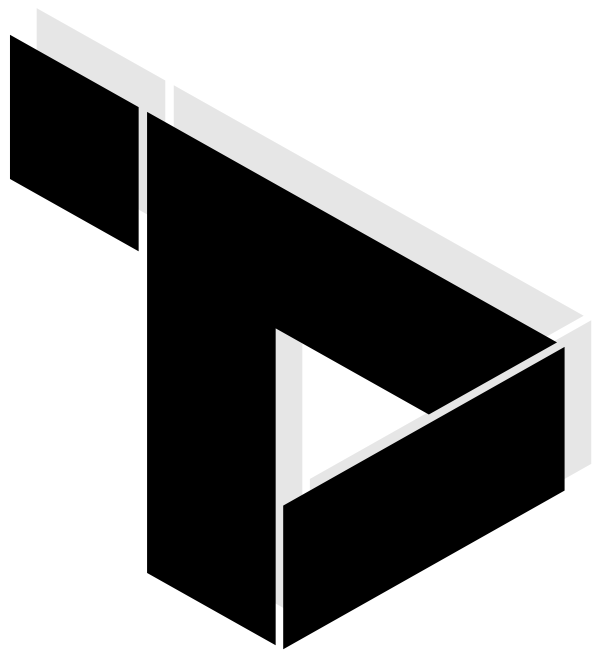


LA MODE AUGUST

COSMETICS EDITION 2016



EMV Earned Media Value

Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived value of digital word-of-mouth to brands within the industry. EMV serves as a tool for benchmarking across marketing activities and across brands.

In an effort to ensure that we are always providing the most insightful data and analysis to help you better understand the latest digital trends, we consistently improve our measurement of earned media performance. As we continue to advance our own understanding of earned media and learn about the industry, we will update our analytics to reflect new knowledge and innovations.

THE TOP 10

Earned
Media
Value
Leaderboard

Top 10 Brands by EMV

Anastasia Beverly Hills	\$68,678,443
Benefit	\$45,883,635
Urban Decay	\$44,942,373
MAC	\$44,247,463
Tarte	\$44,073,747
NYX	\$42,998,390
Too Faced	\$38,155,824
Morphe	\$31,932,222
Make Up For Ever	\$28,332,961
Kat Von D	\$25,611,011

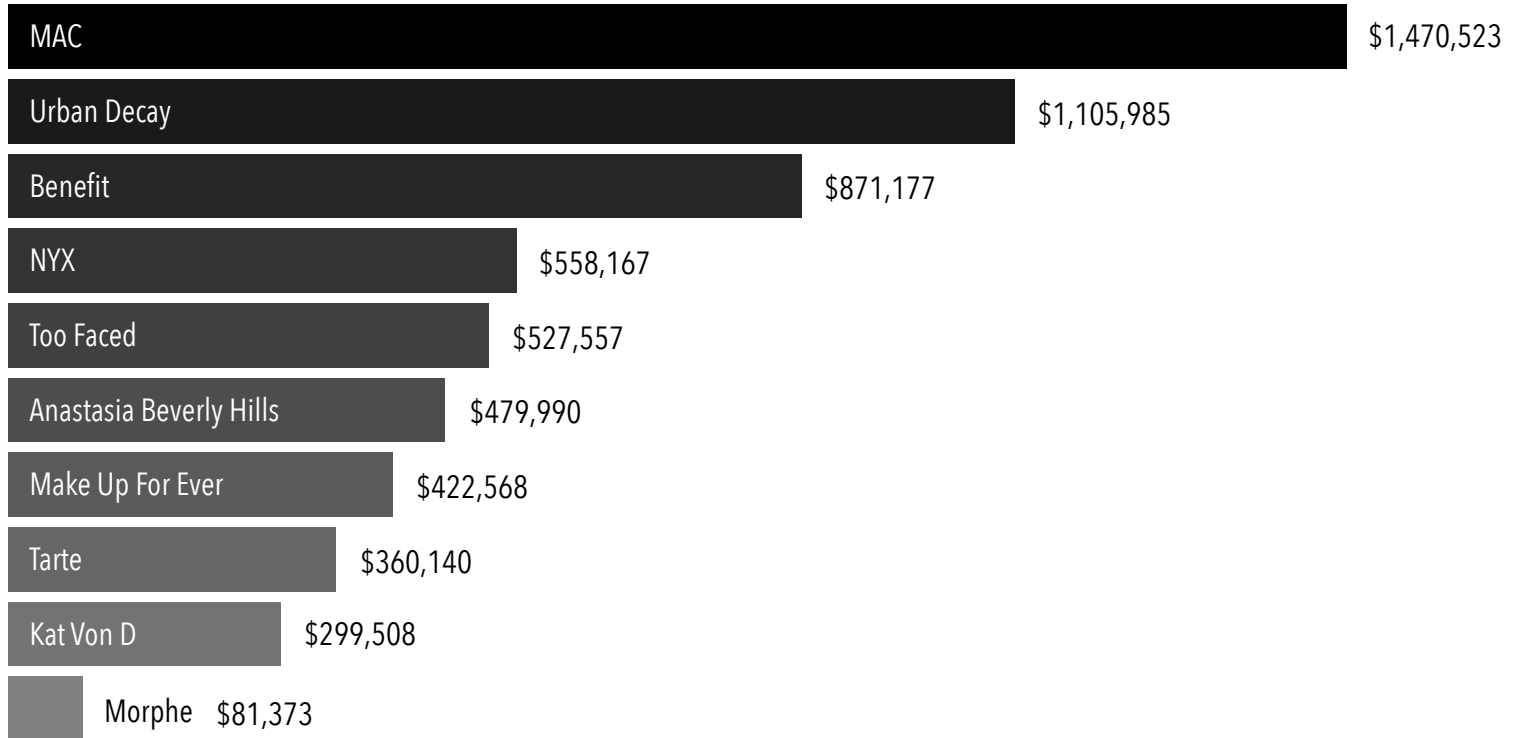
EMV Leaderboard Highlights

1. Urban Decay teased its upcoming all matte eyeshadow collection, the Naked Ultimate Basics Palette -- a huge hit with influencers who received a sneak peek. The promotional hashtag #youlookbetternaked garnered \$1.1M EMV in August.
2. MAC unveiled its Taraji P. Henson cosmetics collection, created in partnership with the Academy Award-nominated actress. The collection, hyped with the hashtag #mactaraji, sold out instantly upon its September debut.
3. Kat Von D climbed back into the Top 10, replacing newcomer Huda Beauty. The announcement of its forthcoming collaboration with Too Faced, the Better Together Collection, helped drive the comeback.
4. Kylie Cosmetics is closer than ever to the Top 10, coming in as August's #11 beauty brand by EMV. Powered by spokesmodels like international popstar Helly Luv and popular lip shades like Freedom, Kylie Cosmetics is one brand to keep an eye on.

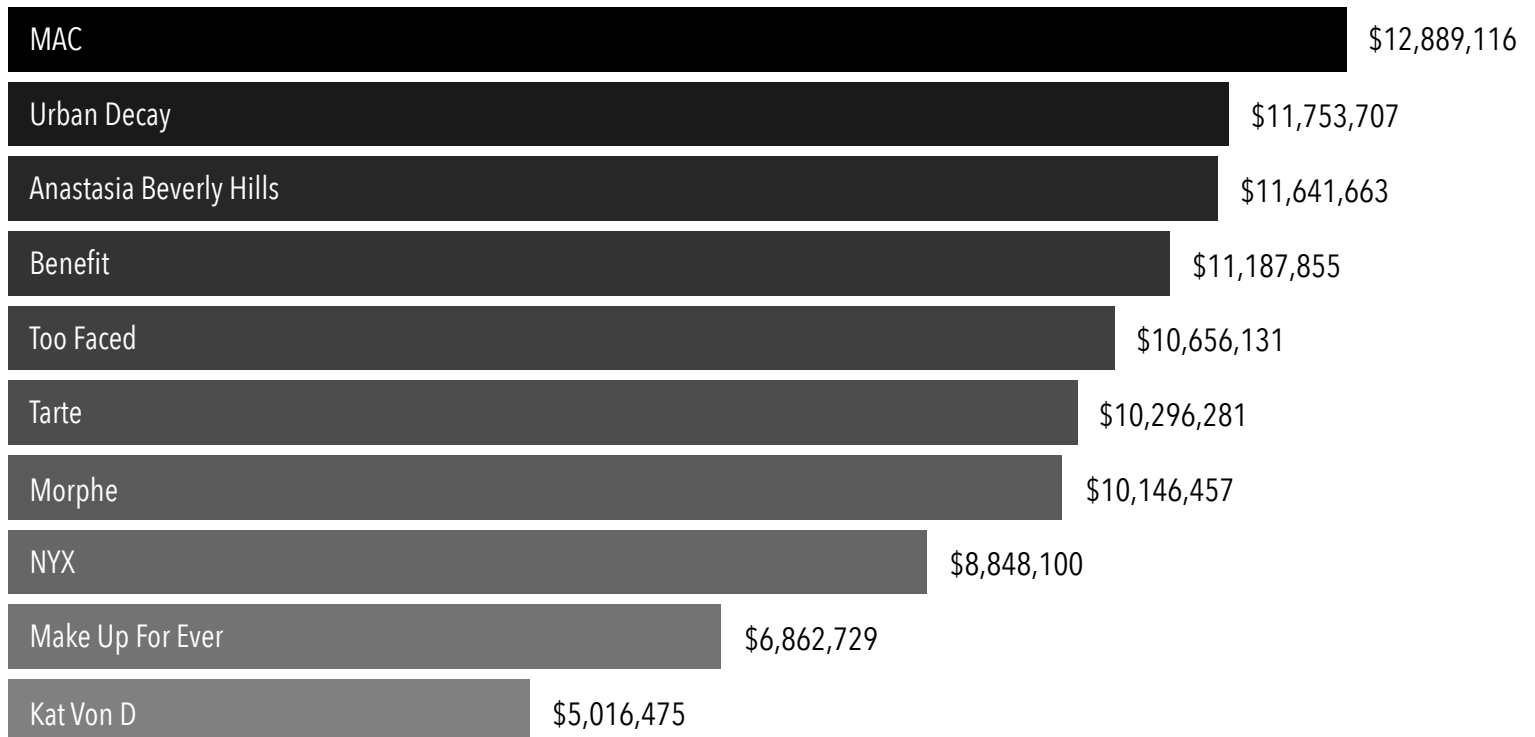
THE TOP 10

Earned
Media
Performance
By Channel

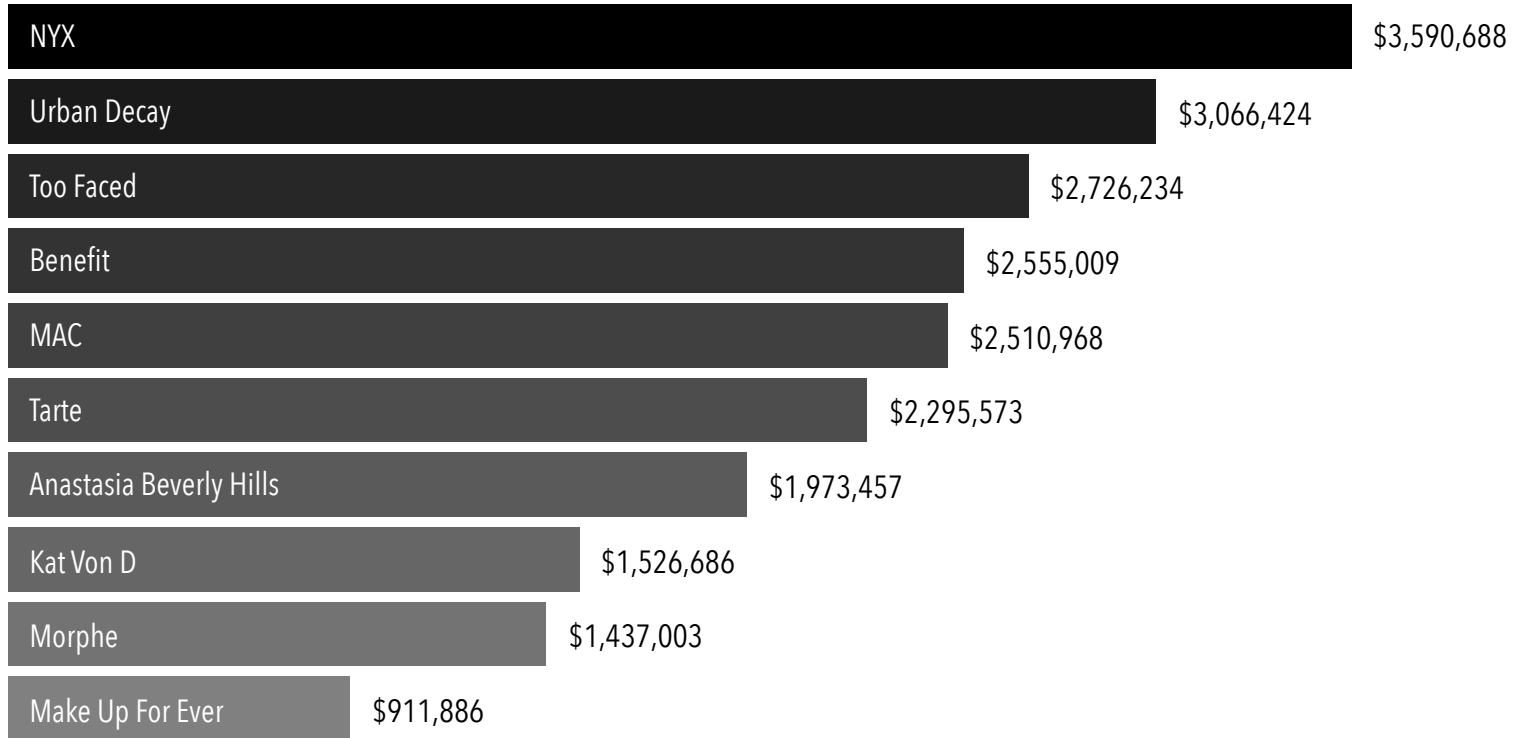
BLOG



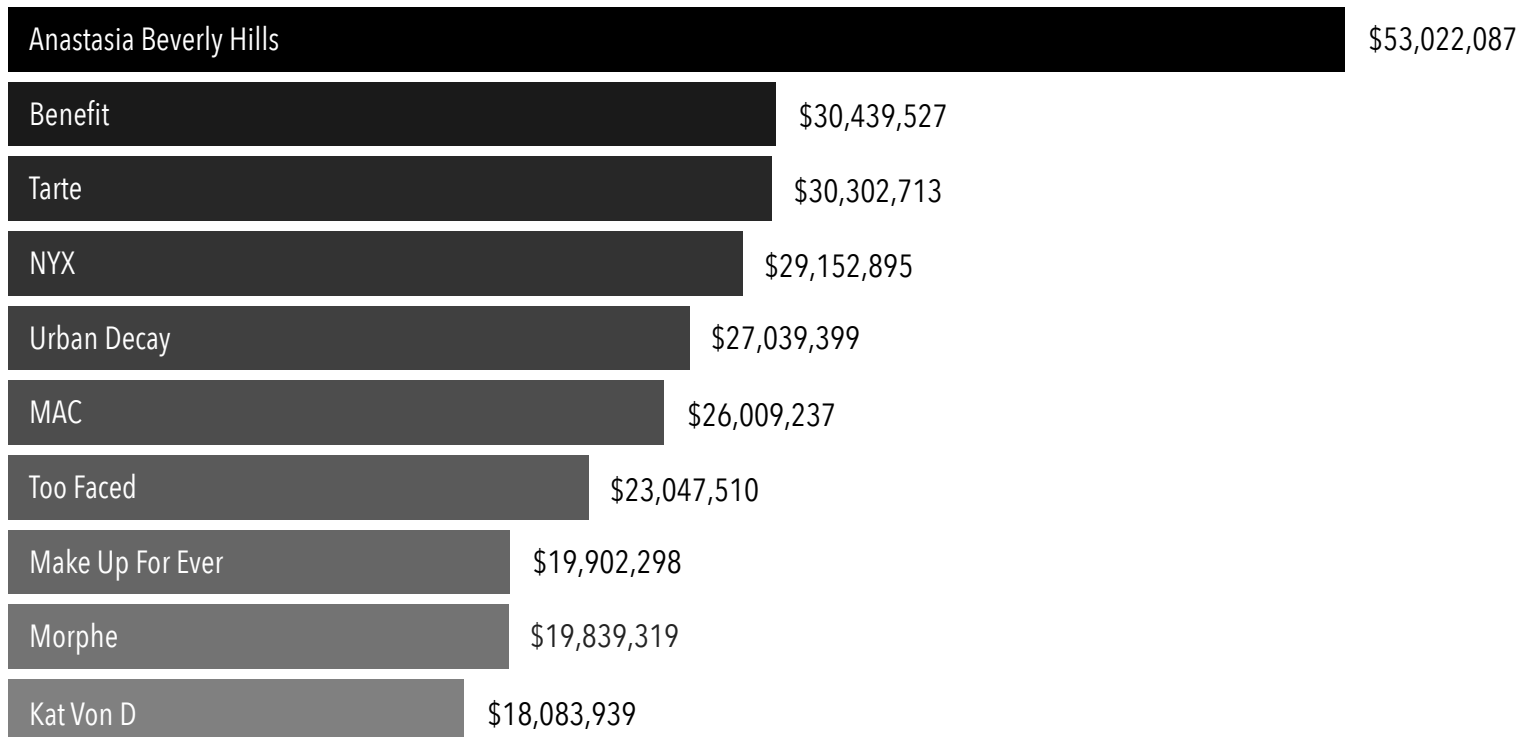
YOUTUBE



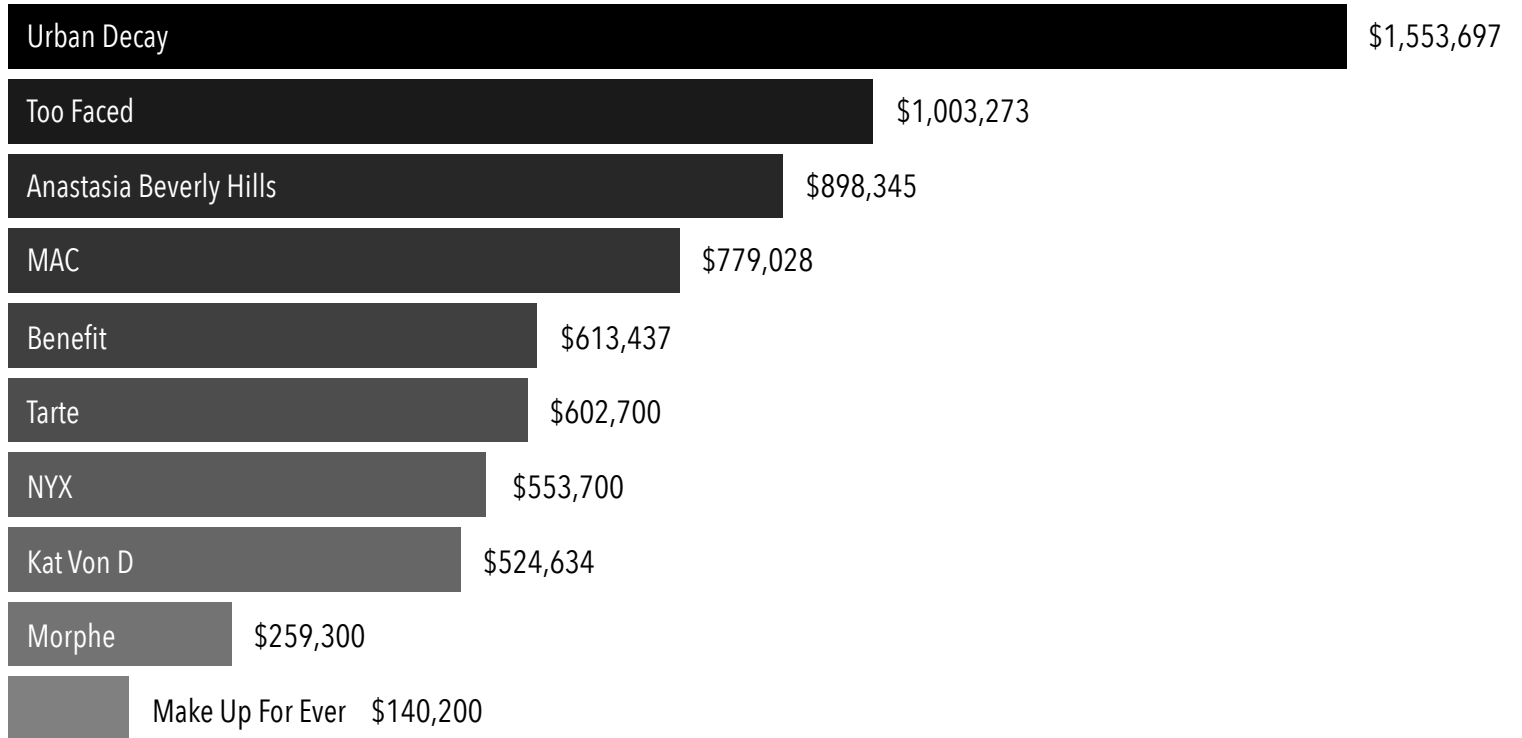
FACEBOOK



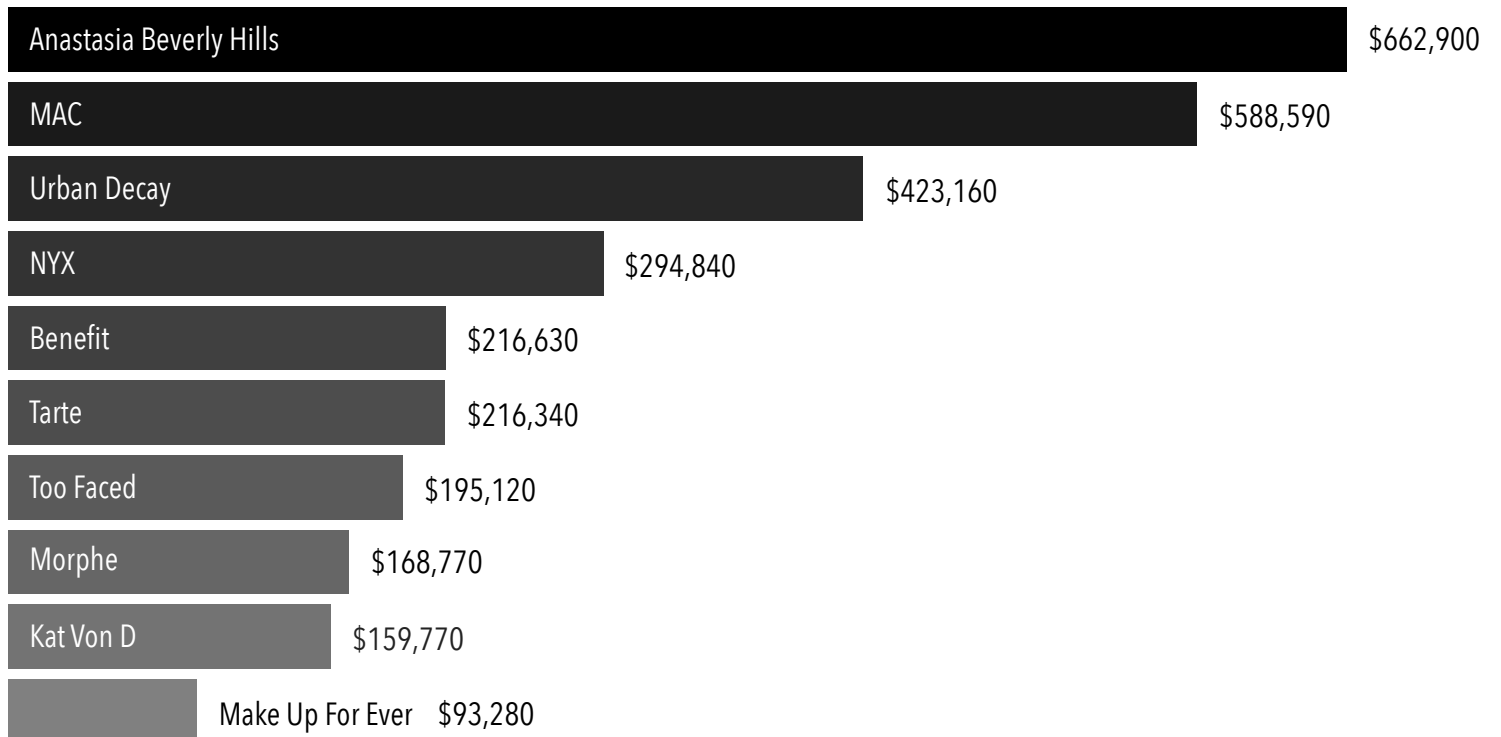
INSTAGRAM



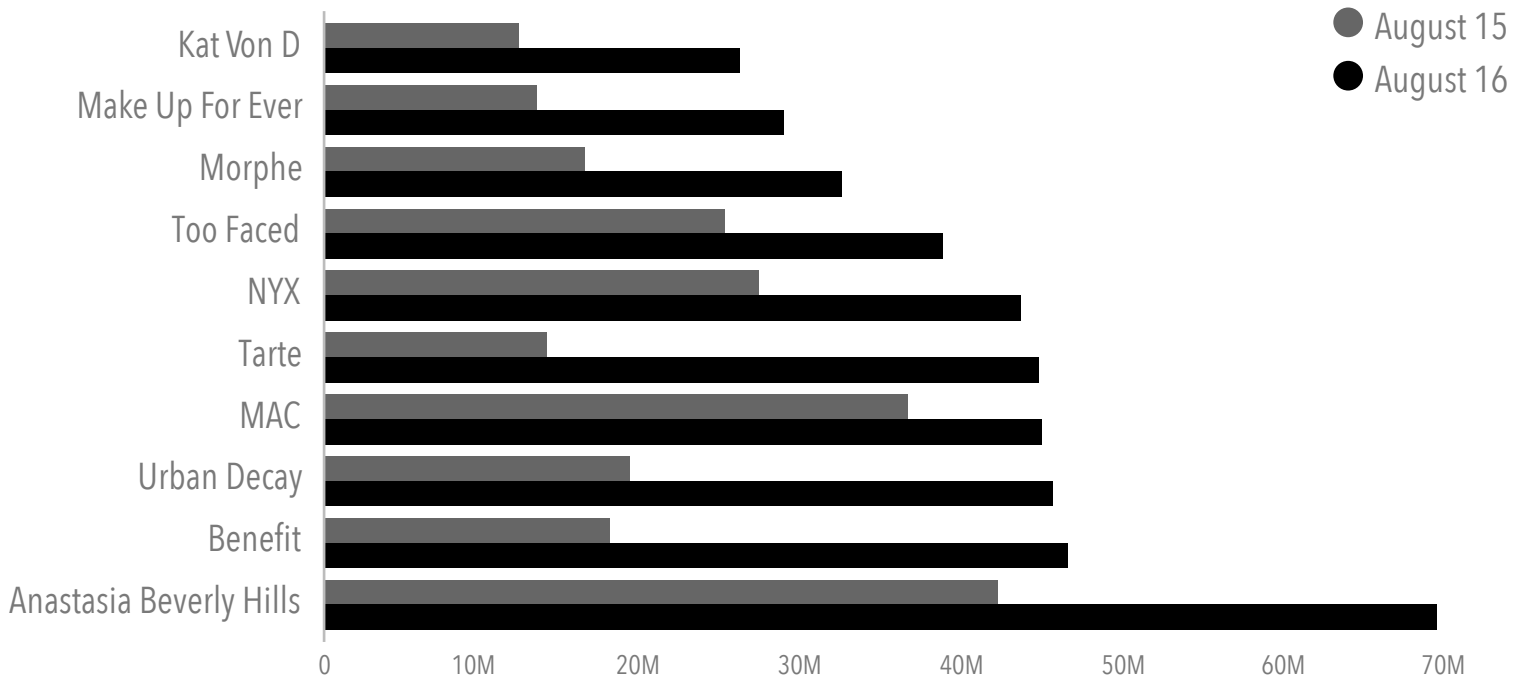
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	AUGUST 2015	AUGUST 2016	Y/Y GROWTH
Anastasia Beverly Hills	\$41,524,085	\$68,678,443	65.39%
Benefit	\$17,589,642	\$45,883,635	160.86%
Urban Decay	\$18,807,860	\$44,942,373	138.96%
MAC	\$35,969,667	\$44,247,463	23.01%
Tarte	\$13,699,631	\$44,073,747	221.71%
NYX	\$26,802,342	\$42,998,390	60.43%
Too Faced	\$24,688,003	\$38,155,824	54.55%
Morphe	\$16,030,554	\$31,932,222	99.20%
Make Up For Ever	\$13,064,084	\$28,332,961	116.88%
Kat Von D	\$11,946,129	\$25,611,011	114.39%