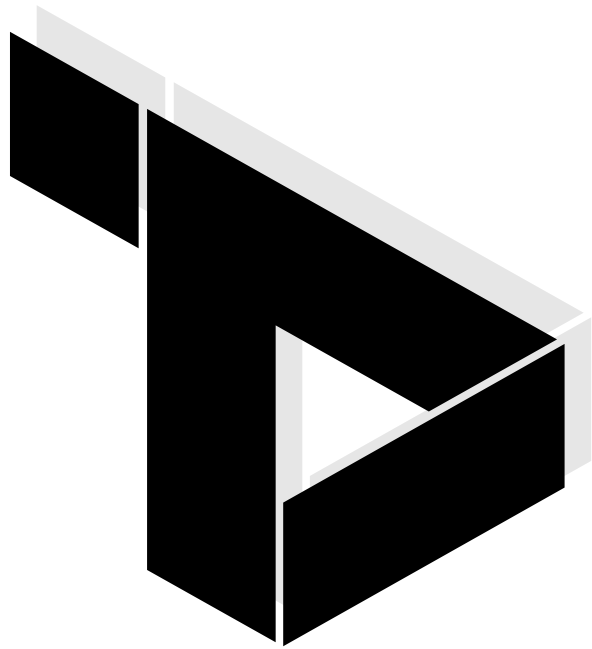


LA MODE JULY

COSMETICS EDITION 2016



EMV Earned Media Value

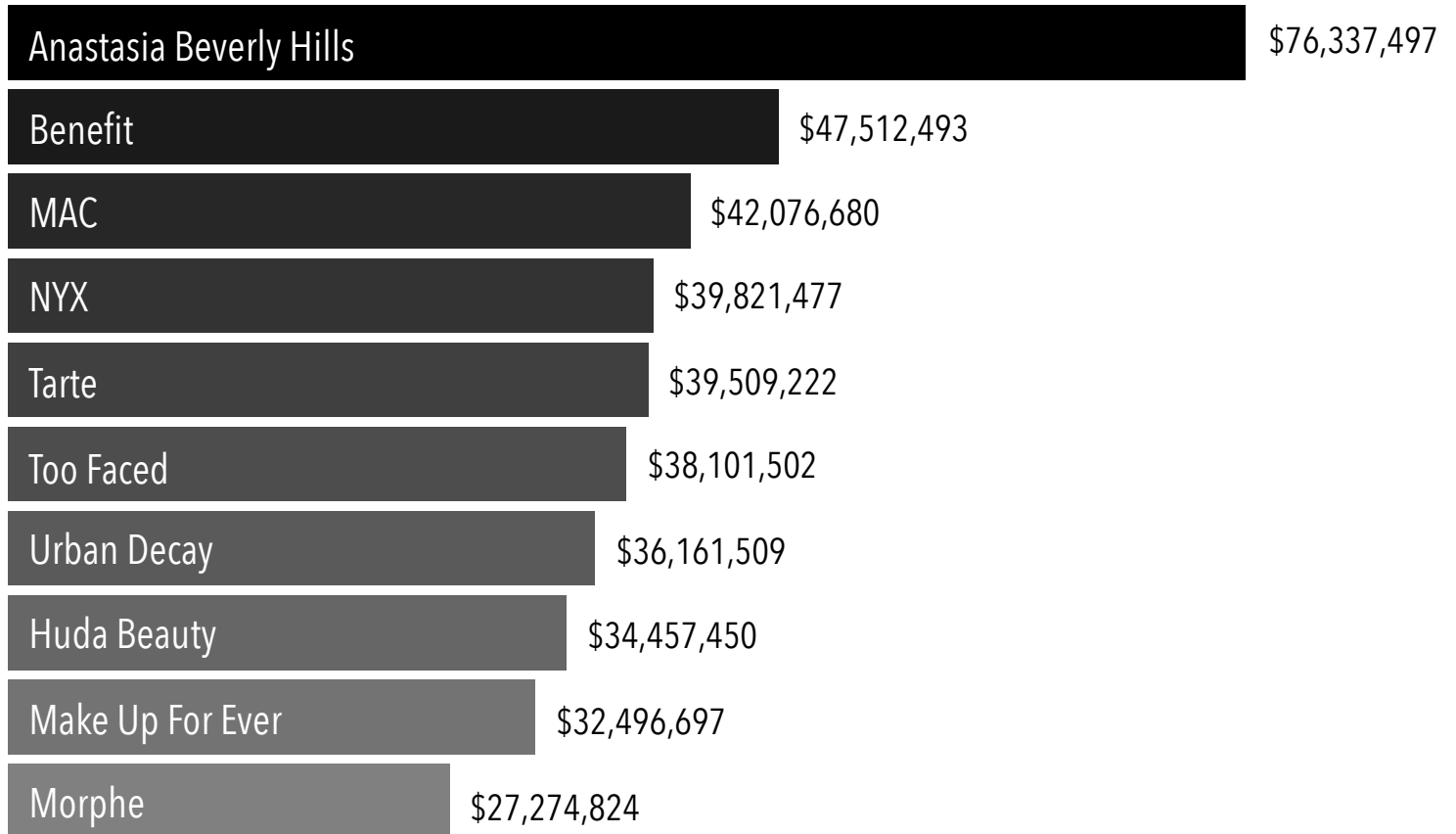
Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived 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



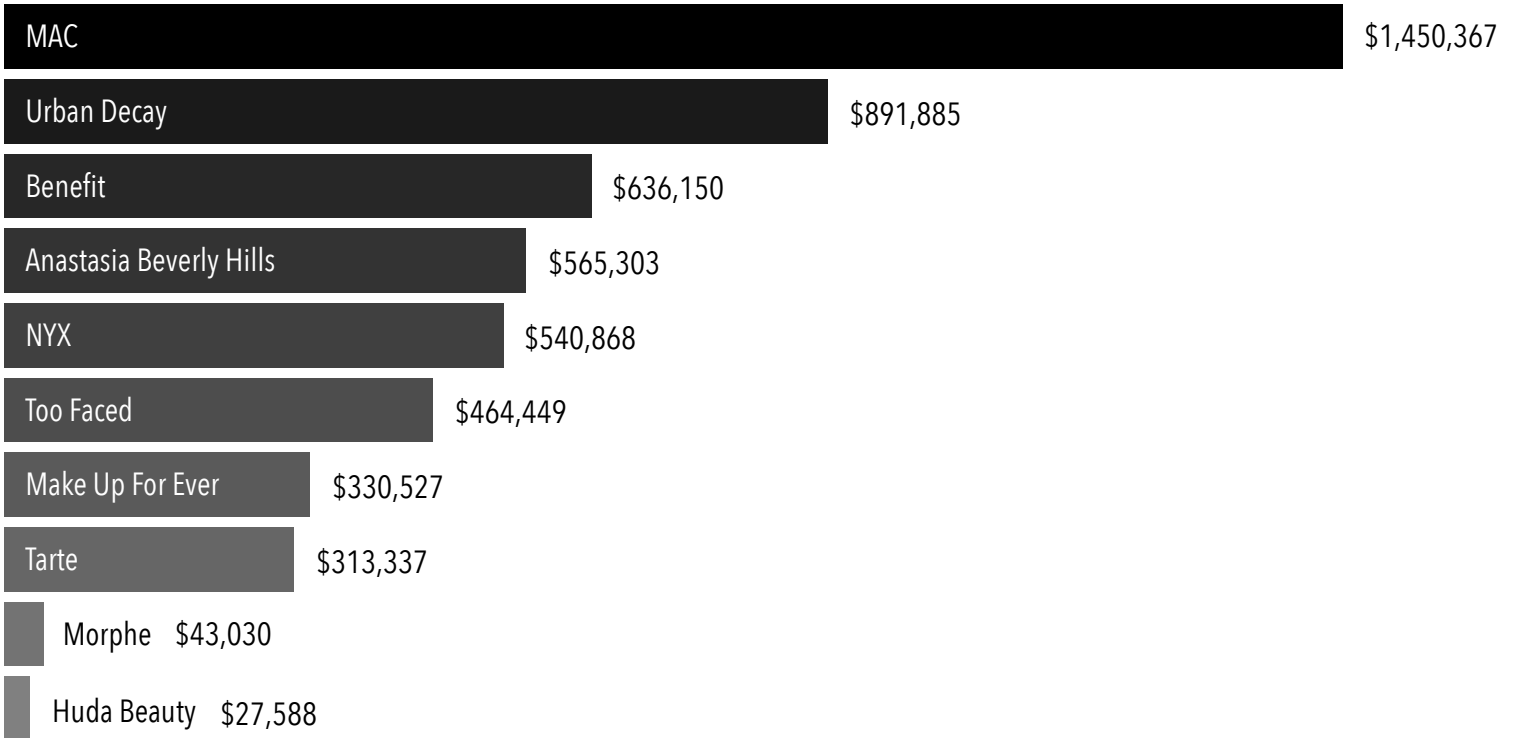
EMV Leaderboard Highlights

1. Anastasia Beverly Hill's bestselling Glow Kit launched two more shade collections, "Moonchild" and "Sweets." The cooler, pastel hues propelled the resurgence of the hashtag #glowkit.
2. Make Up For Ever re-entered the Top 10, bolstered by its new collection of Artist Rouge Lipsticks. The brand sent numerous influencers the full 45-shade line to swatch and review.
3. Towards the end of July, indie brand Huda Beauty -- already a go-to for false lashes -- released 16 shades of its all-new Liquid Matte Lipstick.

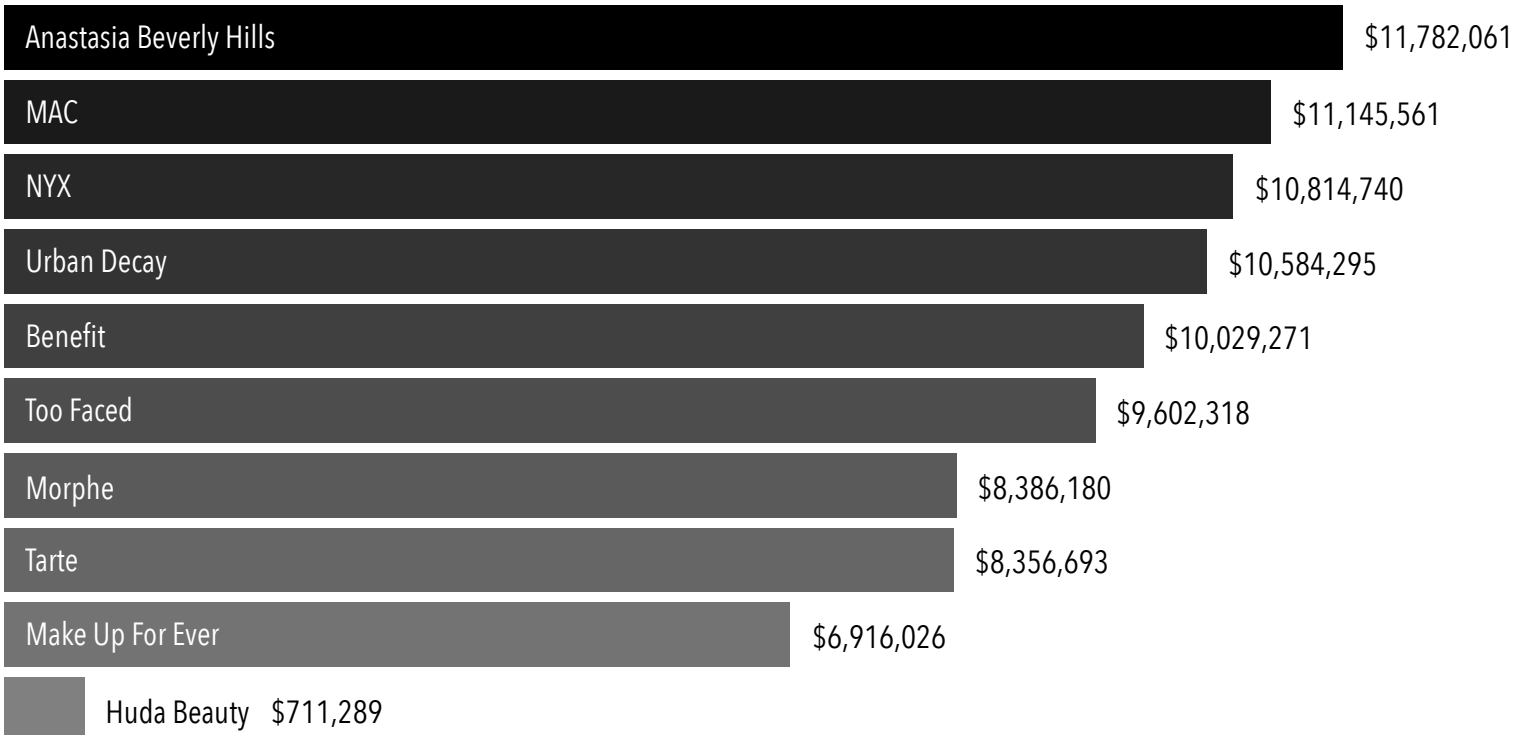
THE TOP 10

Earned
Media
Performance
By Channel

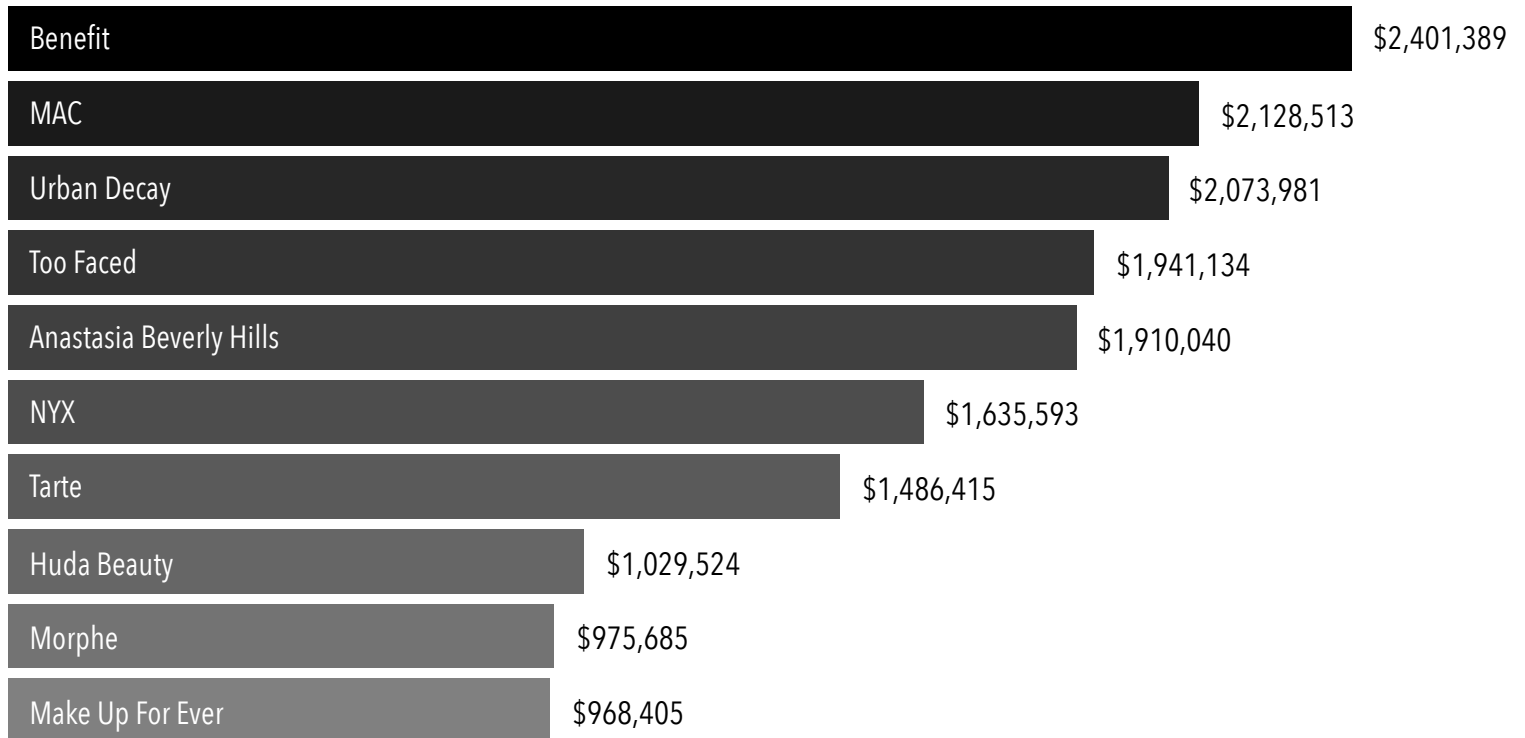
BLOG



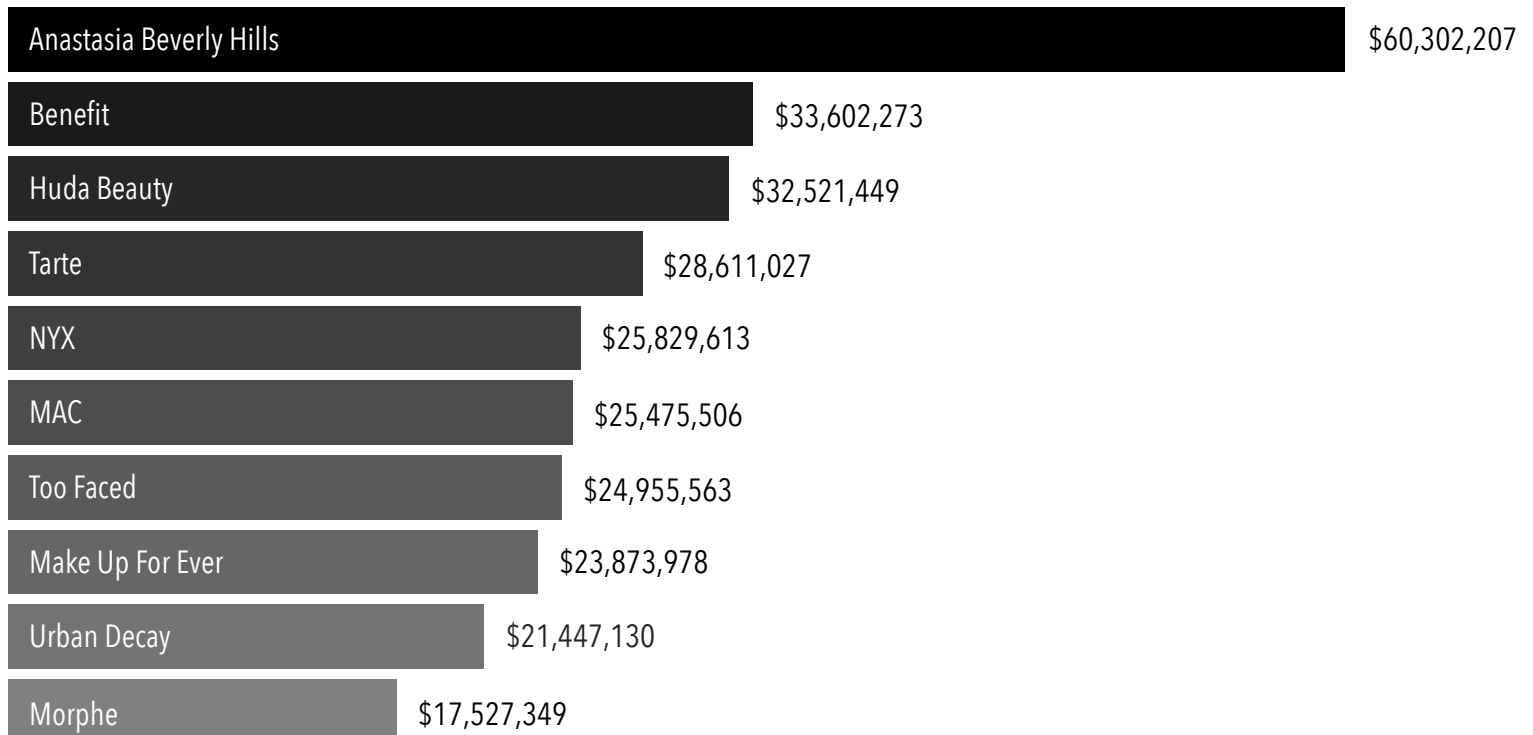
YOUTUBE



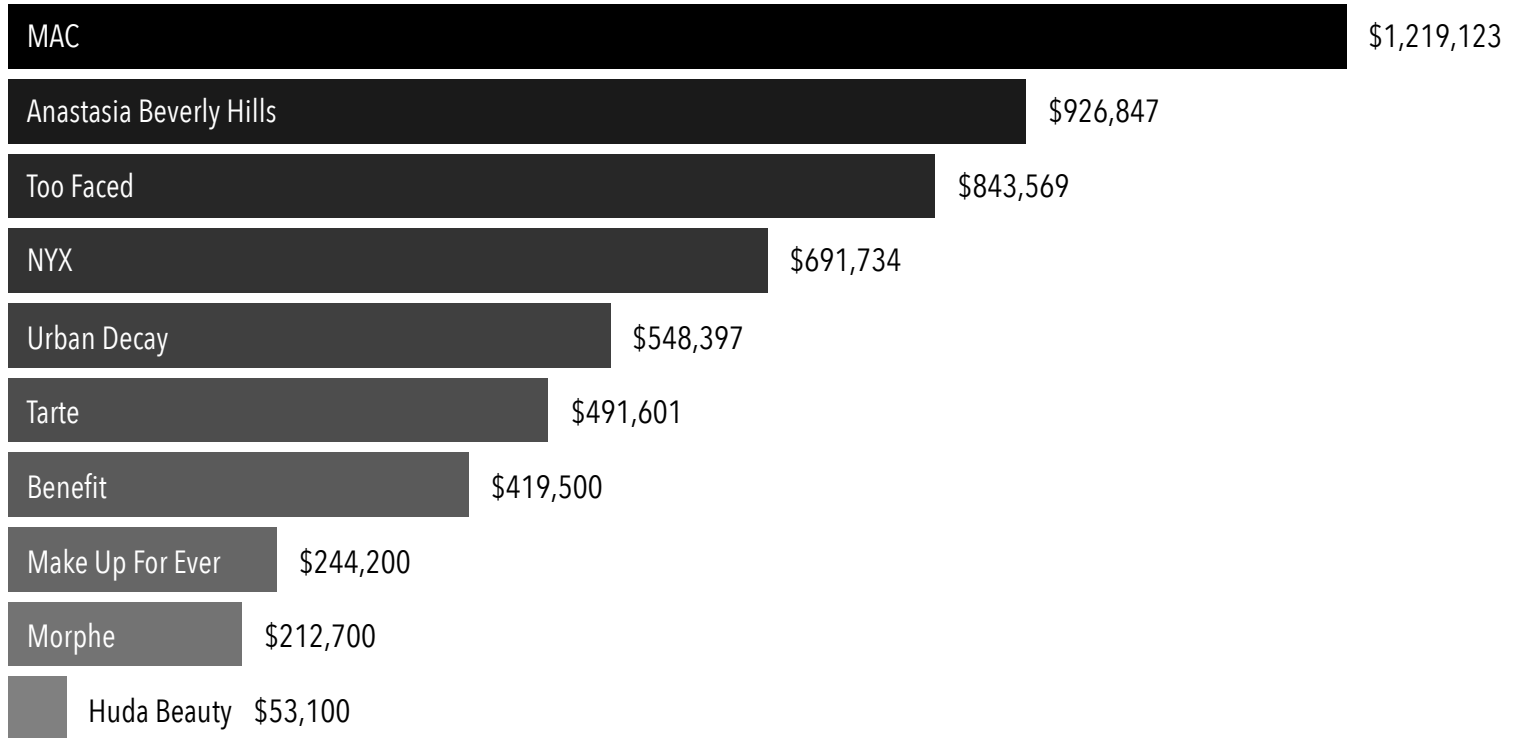
FACEBOOK



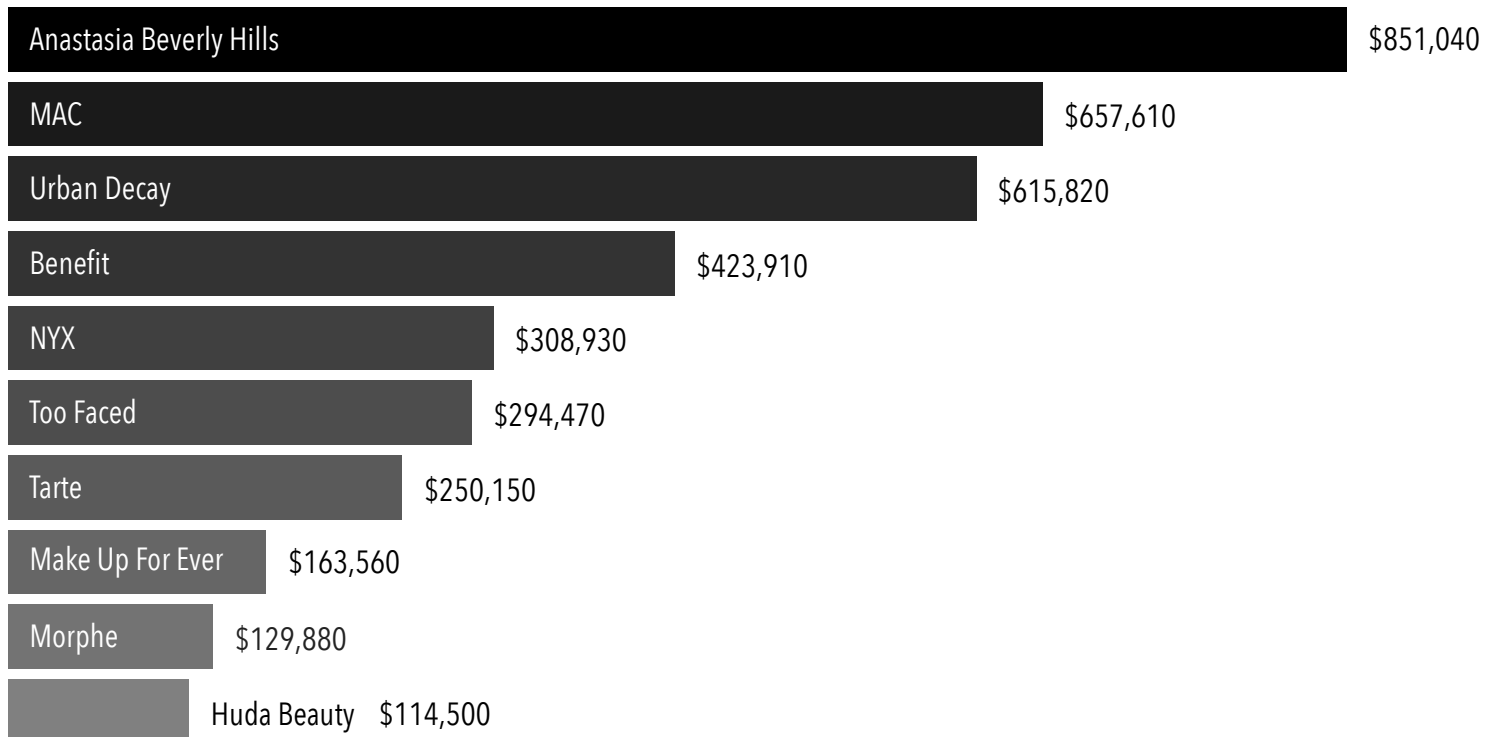
INSTAGRAM



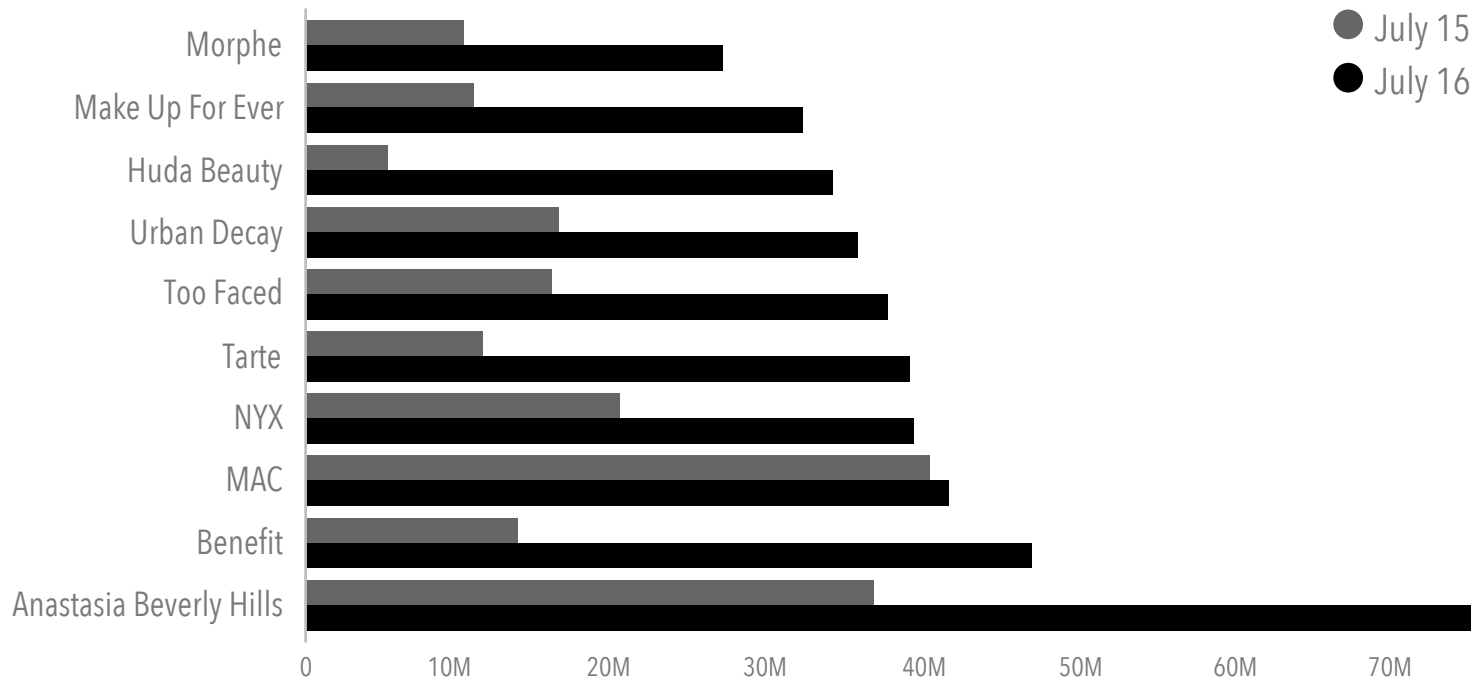
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	JULY 2015	JULY 2016	Y/Y GROWTH
Anastasia Beverly Hills	\$37,161,397	\$76,337,497	105.42%
Benefit	\$13,831,275	\$47,512,493	243.51%
MAC	\$40,867,696	\$42,076,680	2.96%
NYX	\$20,510,291	\$39,821,477	94.15%
Tarte	\$11,506,166	\$39,509,222	243.37%
Too Faced	\$16,065,658	\$38,101,502	137.16%
Urban Decay	\$16,500,983	\$36,161,509	119.15%
Huda Beauty	\$5,319,167	\$34,457,450	547.80%
Make Up For Ever	\$10,942,619	\$32,496,697	196.97%
Morphe	\$10,315,504	\$27,274,824	164.41%