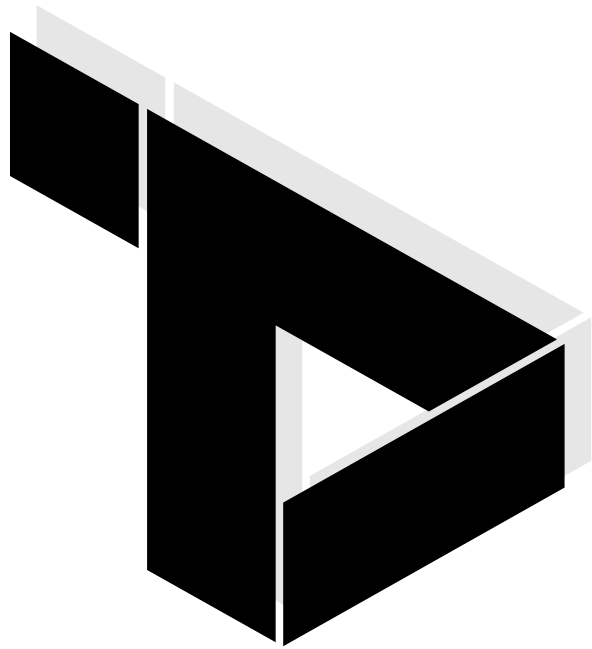


LA MODE NOVEMBER

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	\$76,458,334
MAC	\$59,475,607
Tarte	\$46,243,727
Benefit	\$45,655,081
Too Faced	\$30,521,623
Morphe	\$29,493,140
Kylie Cosmetics	\$28,516,172
NYX	\$27,522,674
Urban Decay	\$27,479,435
Makeup Geek	\$23,632,390

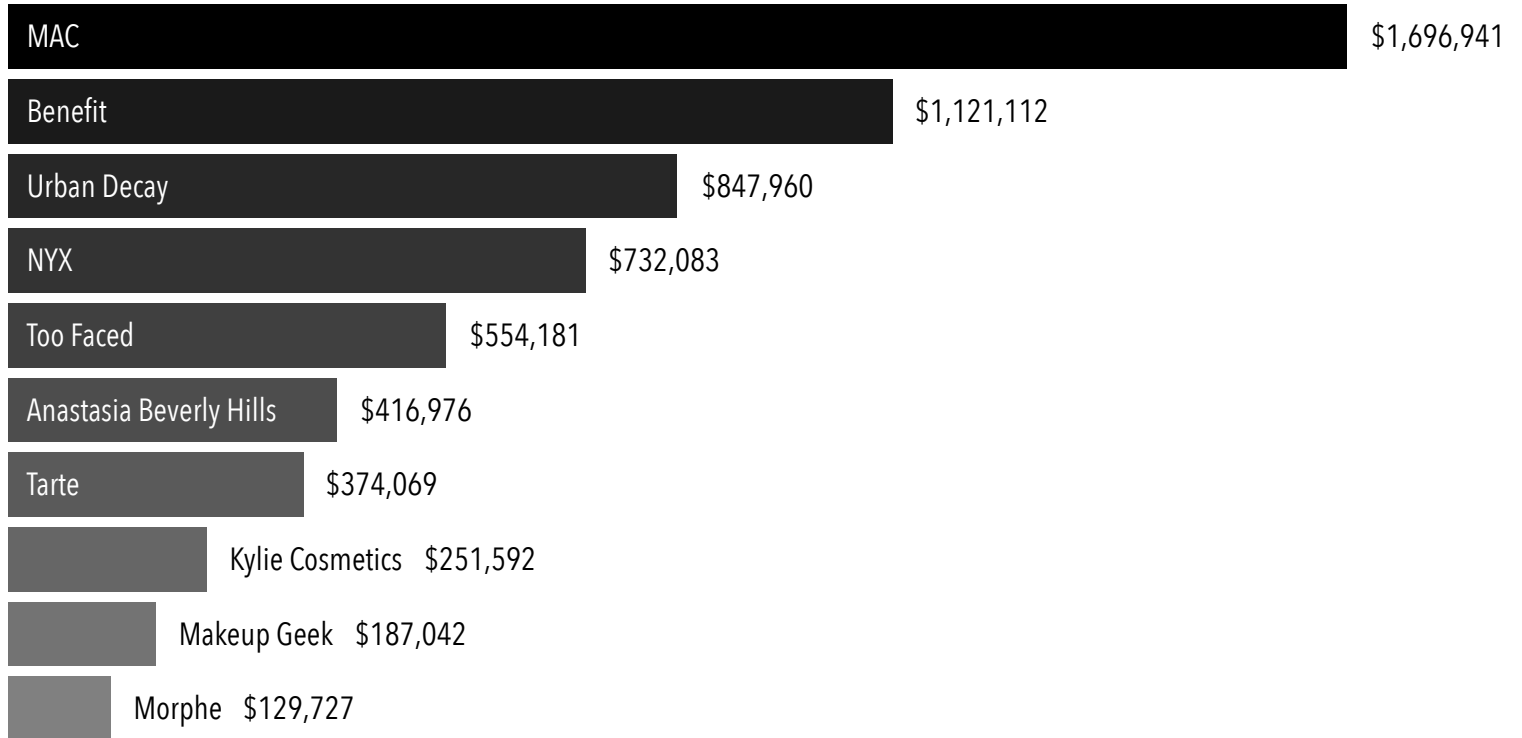
EMV Leaderboard Highlights

1. MAC maintained its ranking in November's top 10, bolstered by the launch of the Mariah Carey Holiday Collection, which featured products in the superstar's signature shimmery hues. The brand sent influencers the entire collection in a lavish box full of oversize, diamond-shaped gems. Influencers flooded social media with photos of the product send and their excitement over the glittery collection. Mentions of the Mariah Carey Collection drove \$1.9M EMV for the brand.
2. Tarte's EMV was boosted by widespread mentions of the brand's new products, unveiled on the October #trippinwithtarte influencer getaway to Bora Bora. Additionally, the brand threw an intimate event in Austin for Bunny Meyer (grav3yardgirl on YouTube) and her influencer friends in celebration of the relaunch of her Swamp Queen Palette collaboration. The hashtag #bunnyxtarte was reinvigorated, driving \$1.7M EMV for Tarte.
3. Makeup Geek celebrated the pre-launch of its new three-part lip collection—the brand's first foray into lip products—with an influencer event at the W Hotel in LA. The tight-knit Makeup Geek brand family, including @itssteephh, @whatwouldlizzydo, and @makeupbyjh, posted photos from the event congratulating the brand and founder Marlena Stell on the launch.

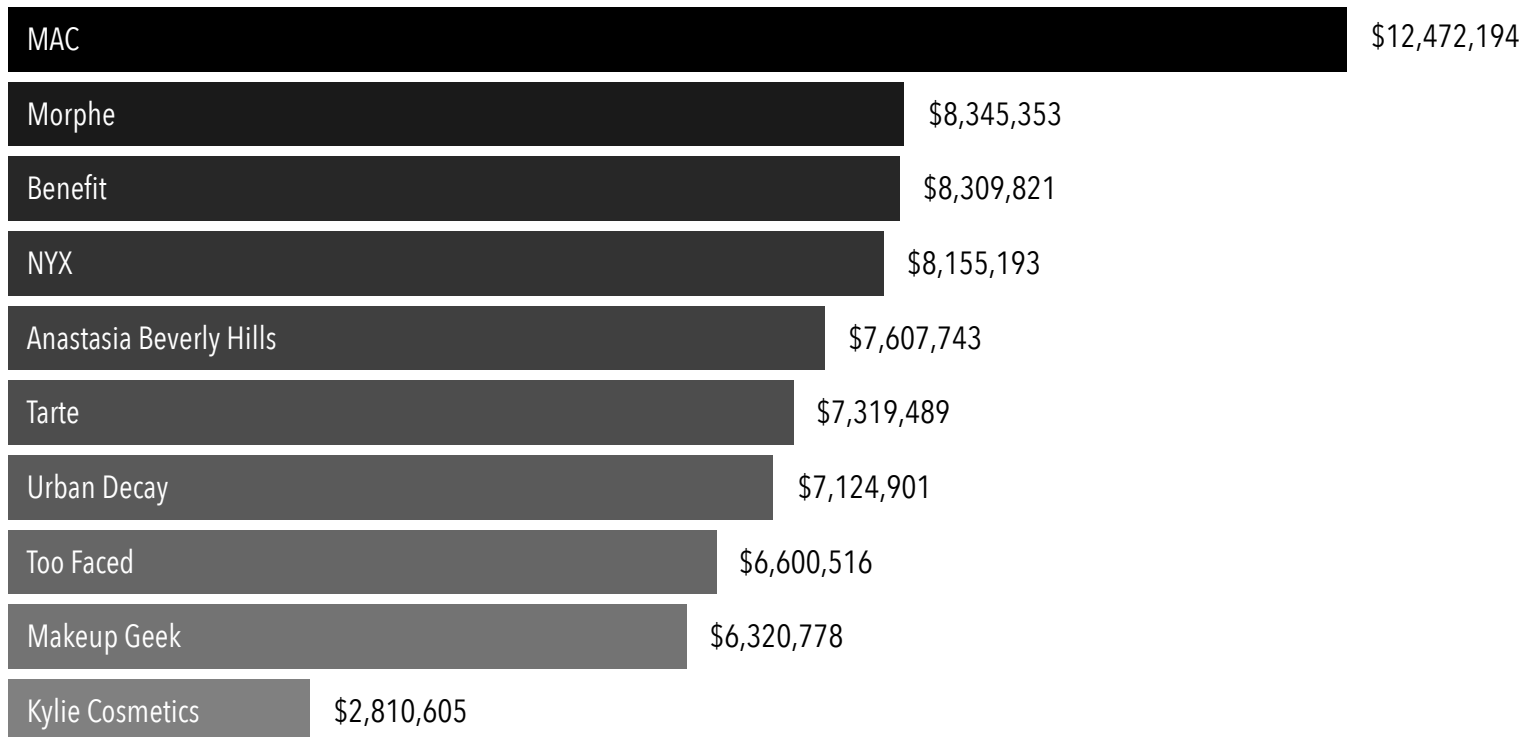
THE TOP 10

Earned
Media
Performance
By Channel

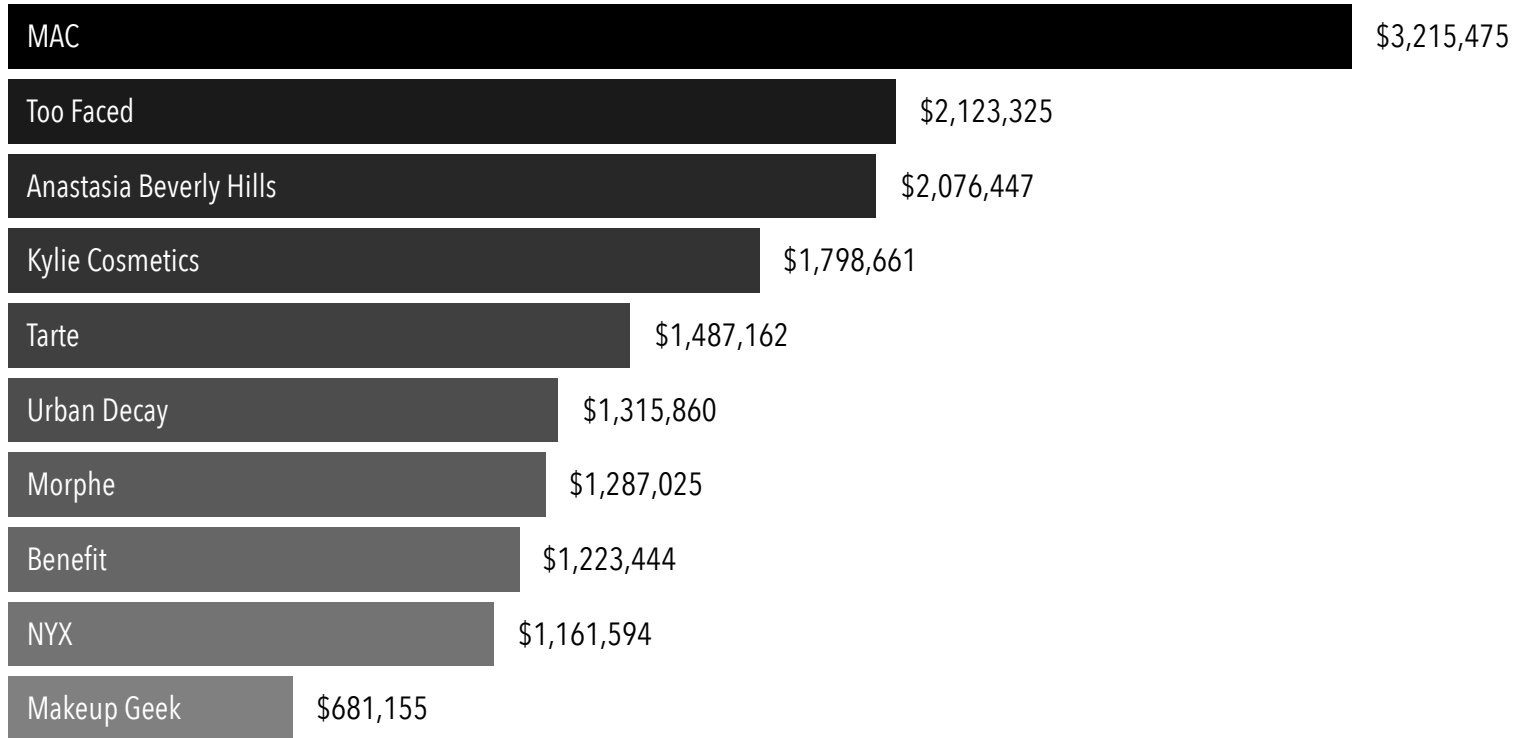
BLOG



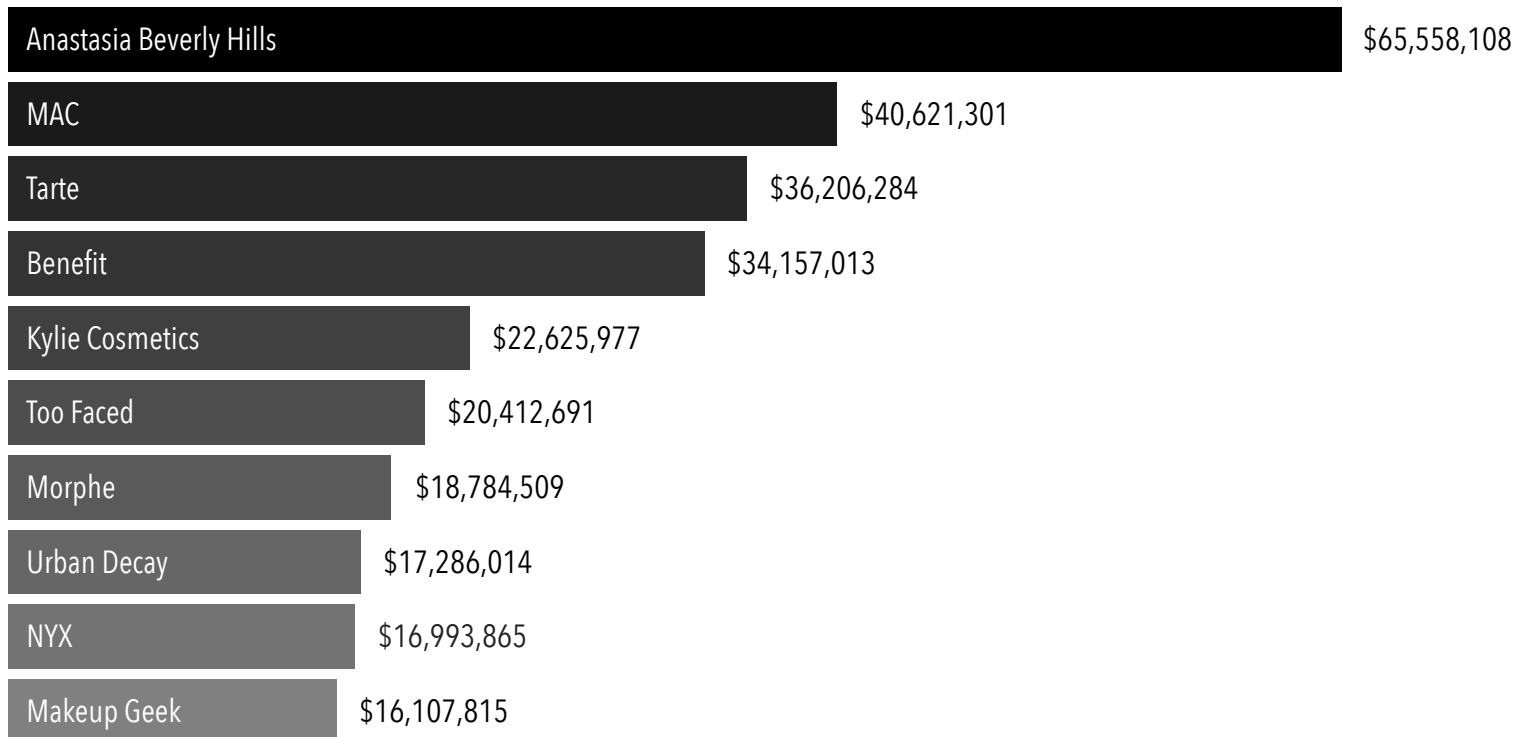
YOUTUBE



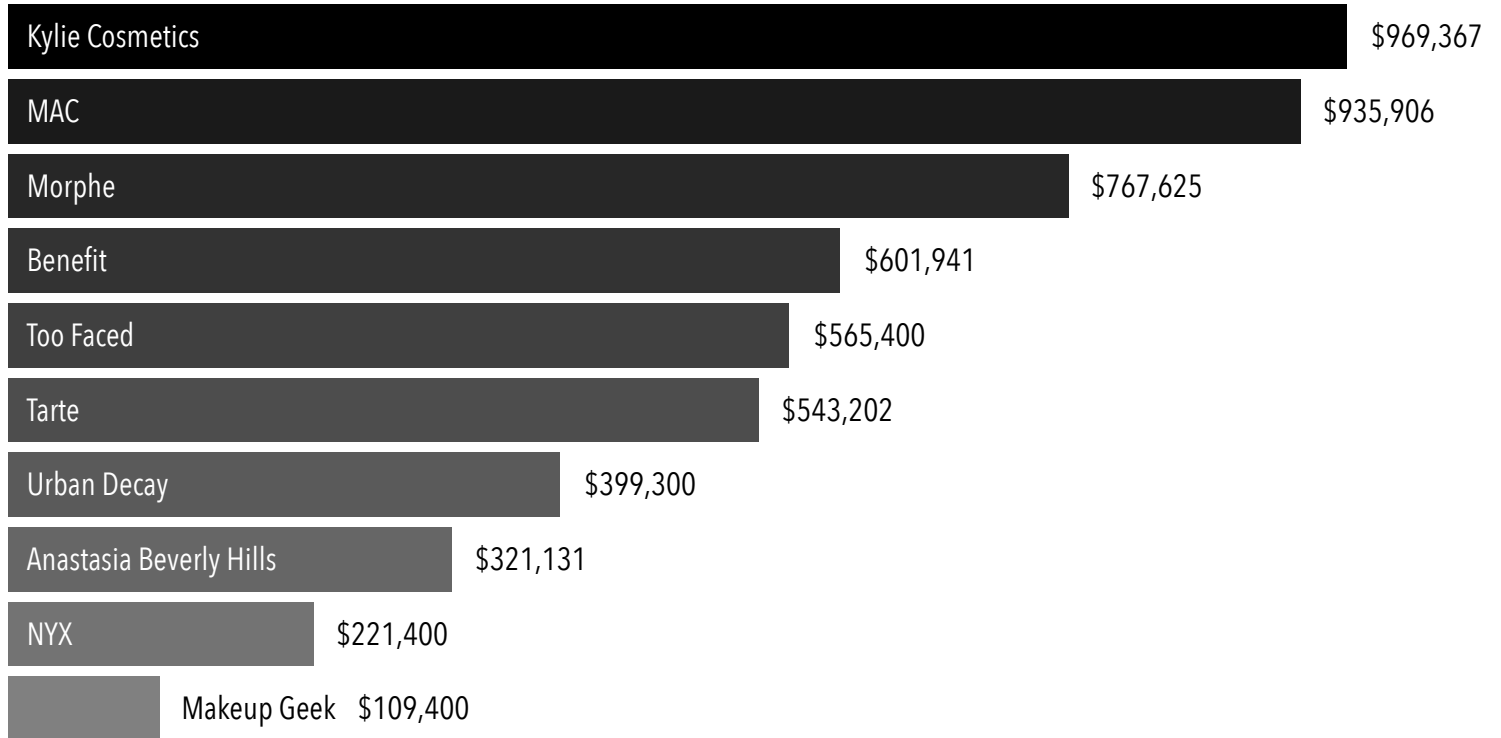
FACEBOOK



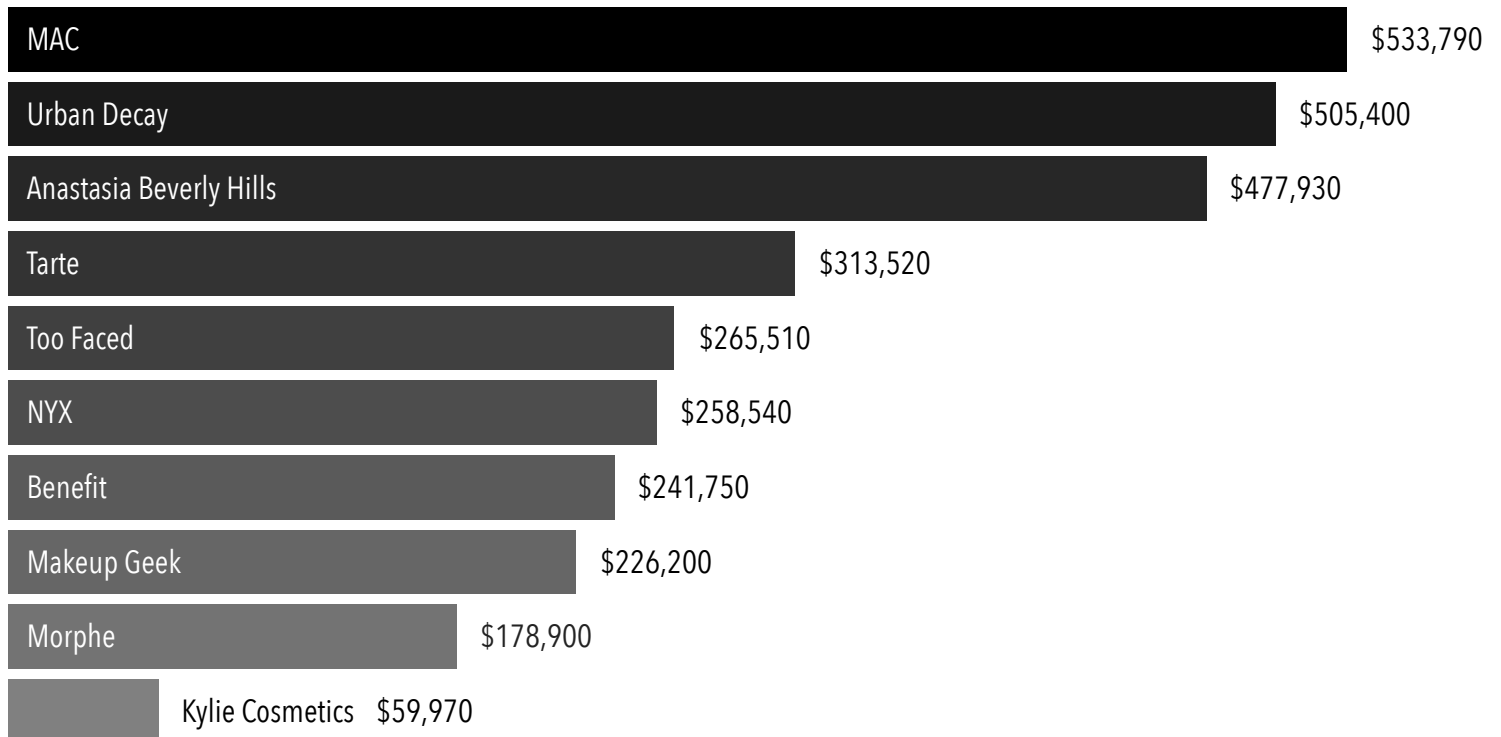
INSTAGRAM



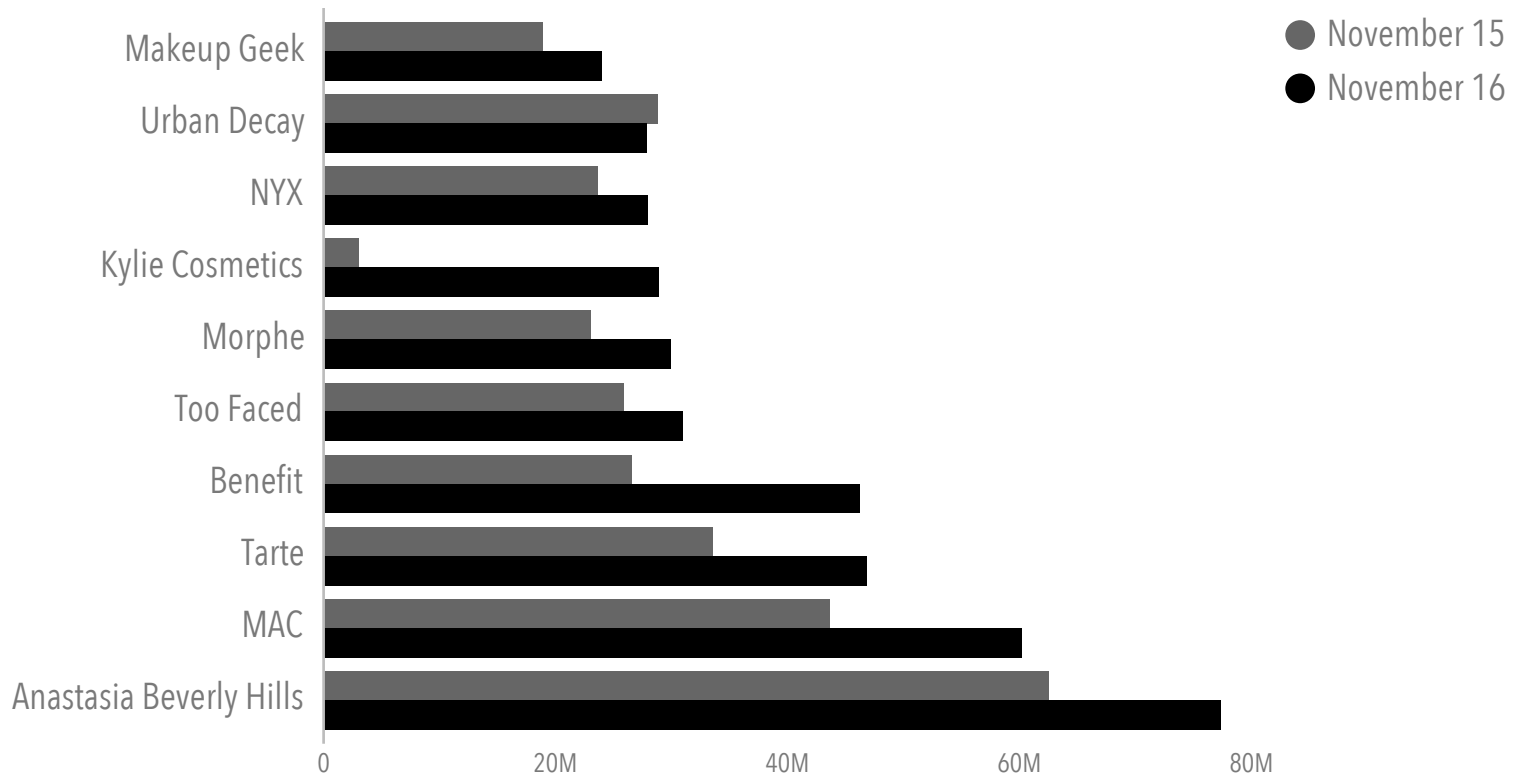
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	NOVEMBER 2015	NOVEMBER 2016	Y/Y GROWTH
Anastasia Beverly Hills	\$61,738,759	\$76,458,334	23.84%
MAC	\$43,057,694	\$59,475,607	38.13%
Tarte	\$33,134,034	\$46,243,727	39.57%
Benefit	\$26,210,289	\$45,655,081	74.19%
Too Faced	\$25,470,102	\$30,521,623	19.83%
Morphe	\$22,663,377	\$29,493,140	30.14%
Kylie Cosmetics	\$2,888,692	\$28,516,172	887.17%
NYX	\$23,302,553	\$27,522,674	18.11%
Urban Decay	\$28,414,736	\$27,479,435	-3.29%
Makeup Geek	\$18,558,148	\$23,632,390	27.34%