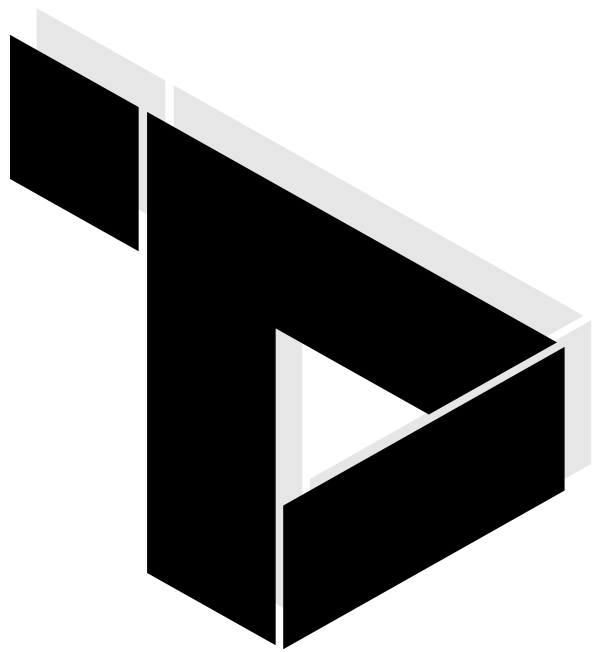


LA MODE SEPTEMBER

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	\$72,405,541
MAC	\$50,830,568
Benefit	\$39,593,942
Tarte	\$35,733,882
Too Faced	\$34,525,913
Urban Decay	\$33,347,284
Maybelline	\$28,596,577
Morphe	\$28,337,261
NYX	\$26,596,638
Makeup Geek	\$23,207,823

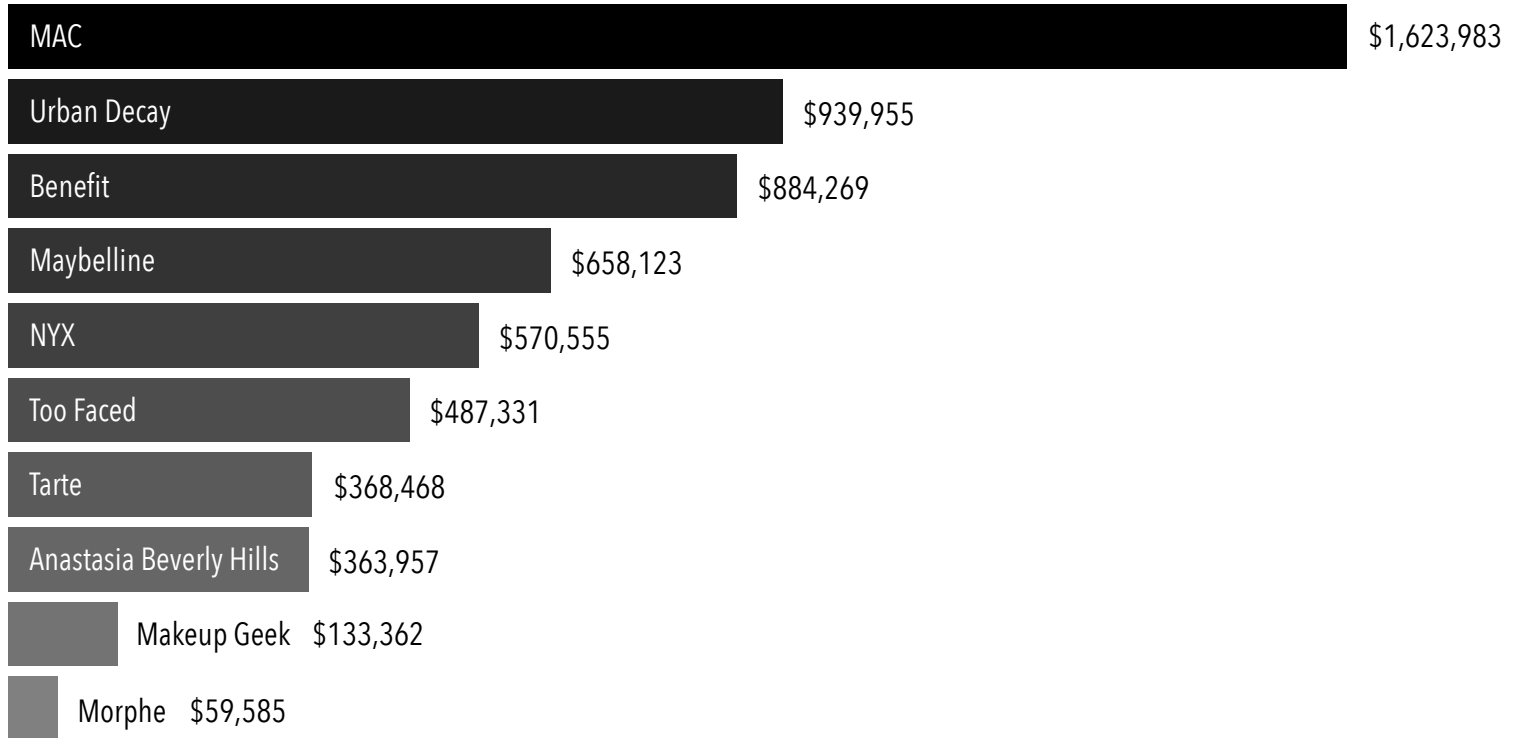
EMV Leaderboard Highlights

1. Too Faced hosted its annual international blogger summit in LA, pampering influencers with lavishly furnished hotel rooms, generous gifts, and a special behind-the-scenes look into the brand's production process.
2. MAC premiered its long-awaited Selena collection, in honor of the late popstar. The 14-piece set was greeted by universal acclaim from influencers, with #macselena driving \$2.0M EMV.
3. Tarte unveiled a six-piece brush collection in partnership with influencer Nicol Concilio, facilitating a fan meet-and-greet with the influencer at the New York Generation Beauty event and celebrating her 1 million-follower milestone with a custom-designed cake featuring her Instagram profile.

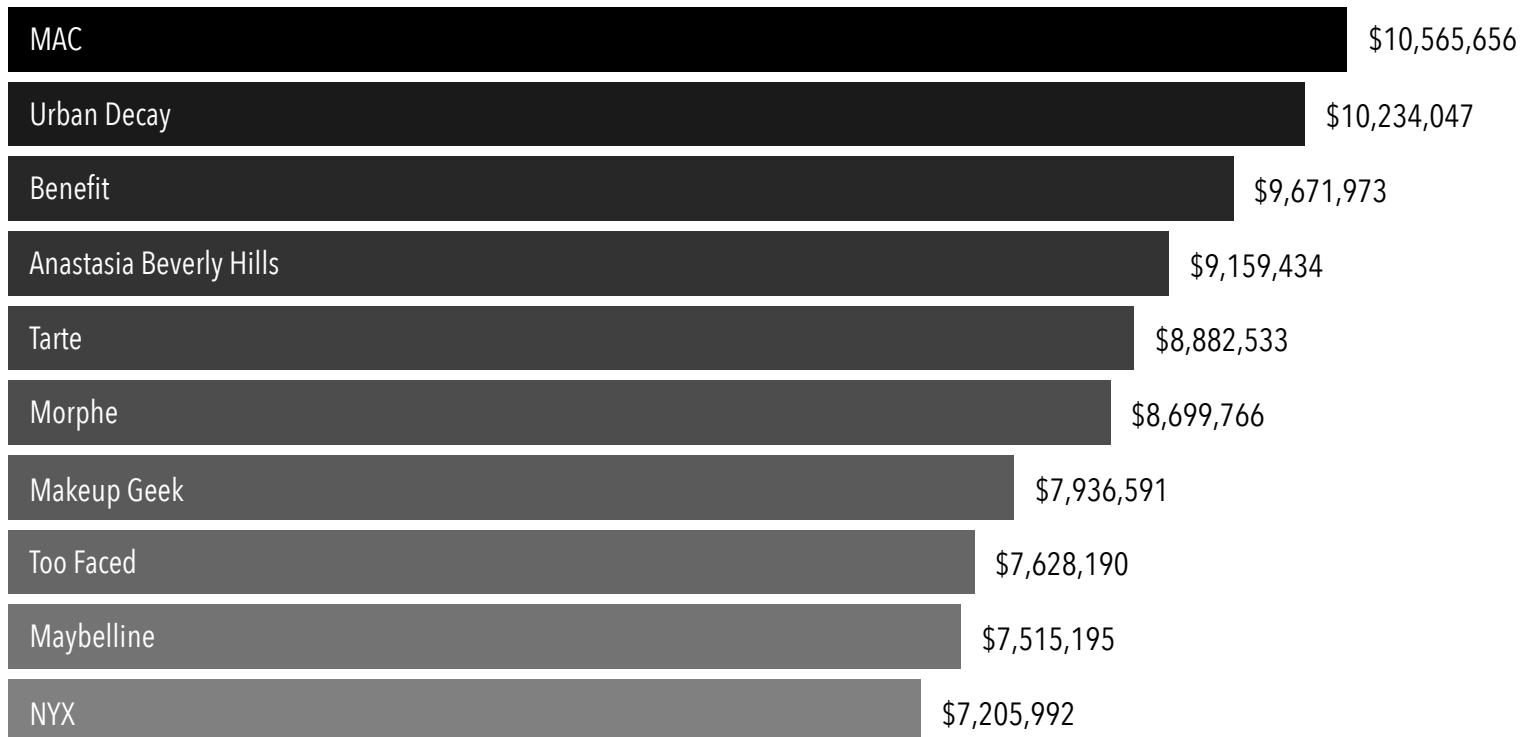
THE TOP 10

Earned
Media
Performance
By Channel

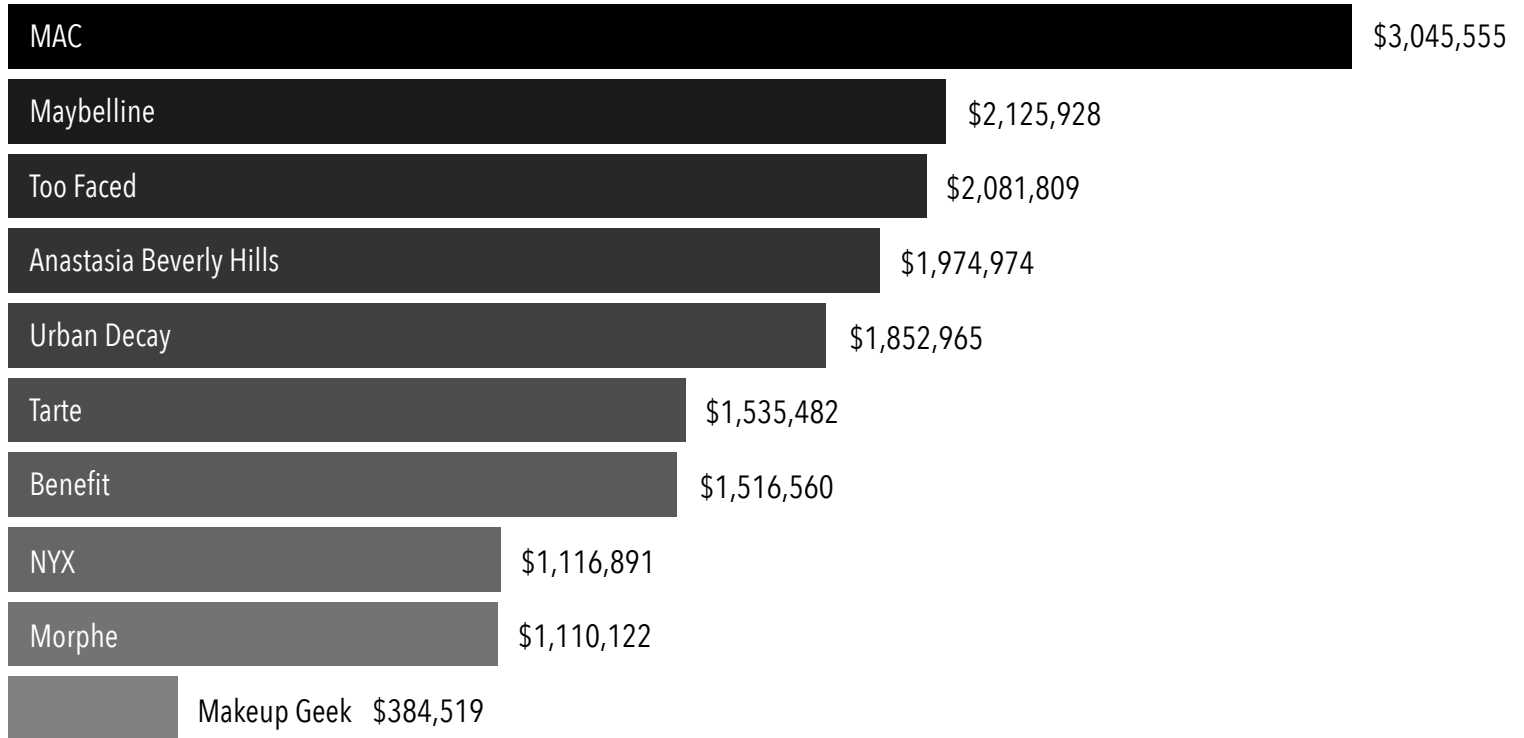
BLOG



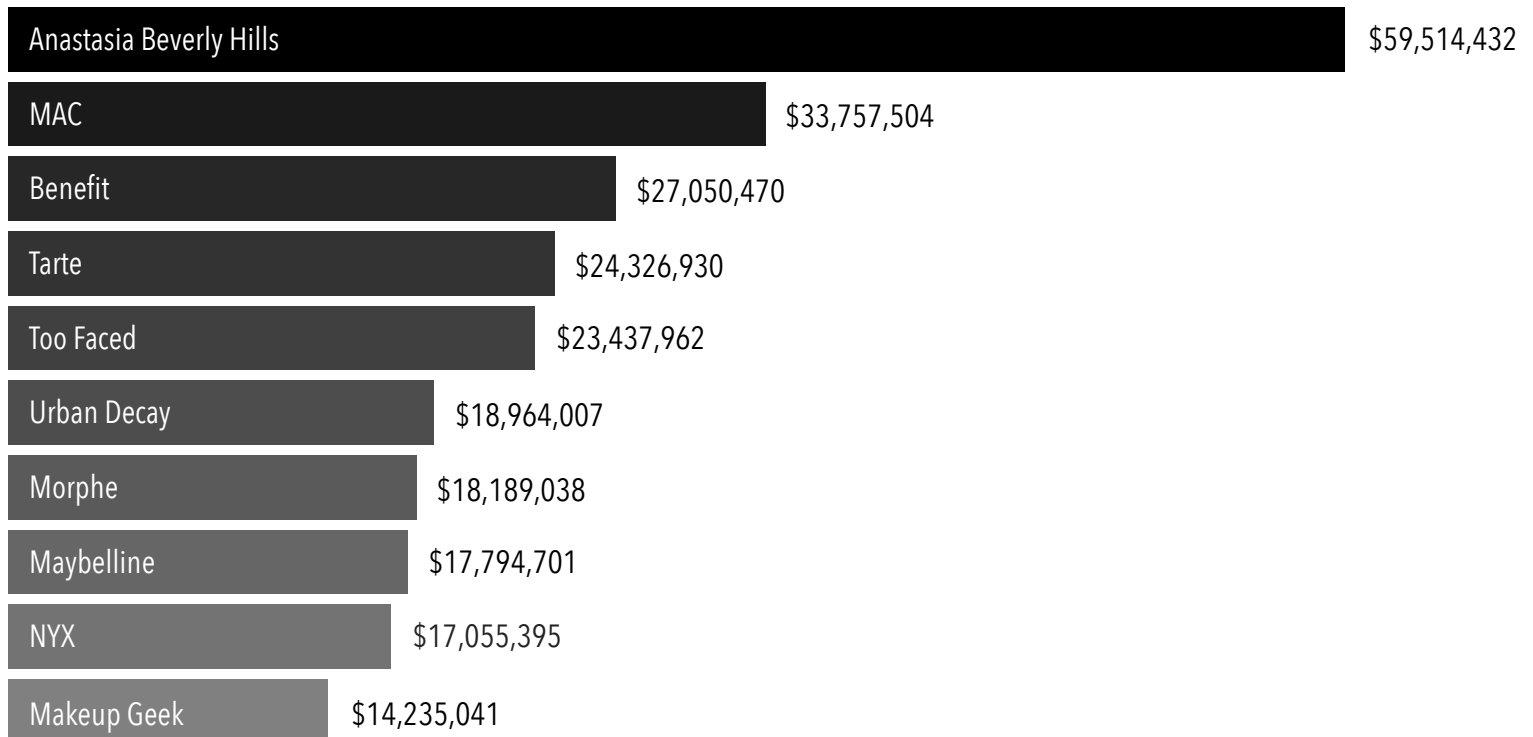
YOUTUBE



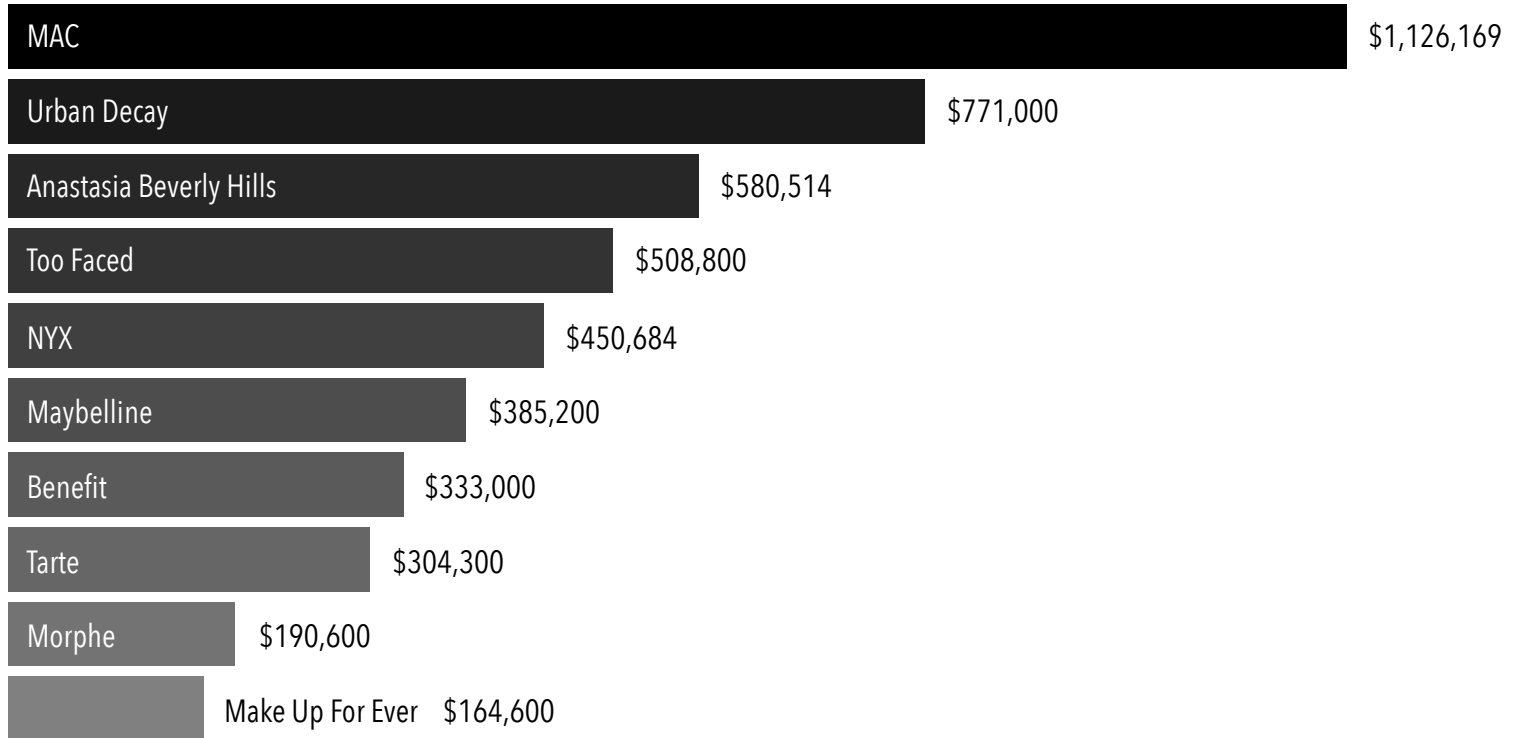
FACEBOOK



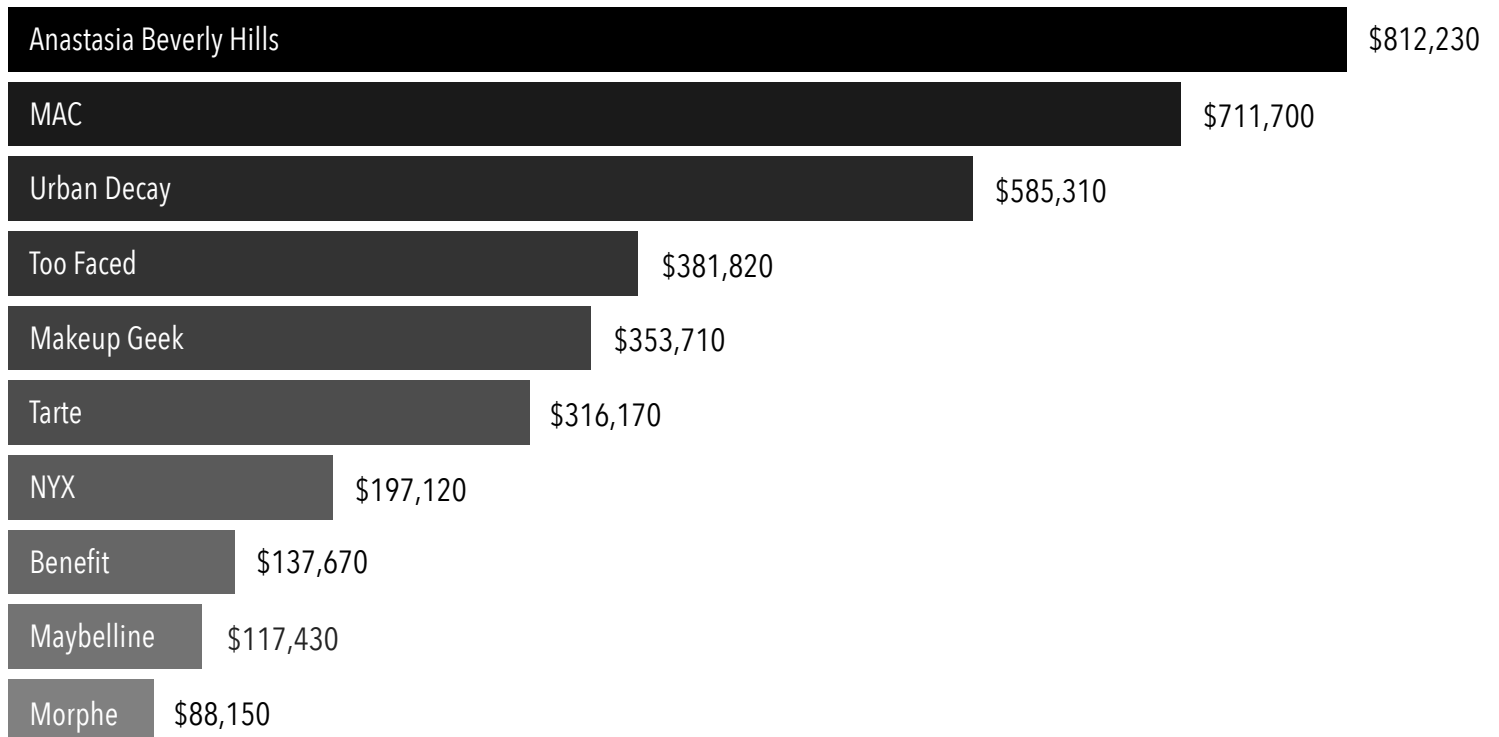
INSTAGRAM



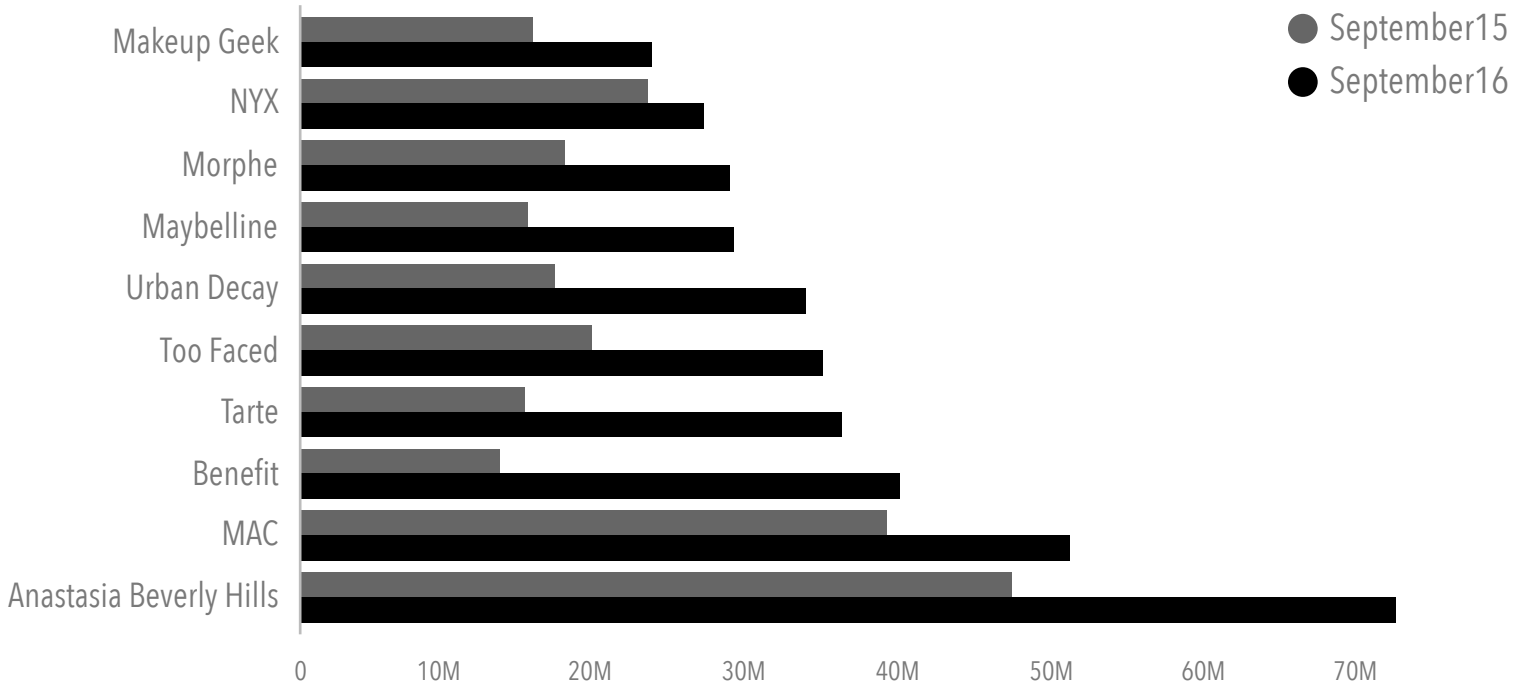
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	SEPTEMBER 2015	SEPTEMBER 2016	Y/Y GROWTH
Anastasia Beverly Hills	\$47,015,683	\$72,405,541	54.00%
MAC	\$38,706,854	\$50,830,568	31.32%
Benefit	\$13,132,478	\$39,593,942	201.50%
Tarte	\$14,784,900	\$35,733,882	141.69%
Too Faced	\$19,194,095	\$34,525,913	79.88%
Urban Decay	\$16,765,037	\$33,347,284	98.91%
Maybelline	\$14,970,179	\$28,596,577	91.02%
Morphe	\$17,459,287	\$28,337,261	62.30%
NYX	\$22,898,669	\$26,596,638	16.15%
Makeup Geek	\$15,321,467	\$23,207,823	51.47%