

# ESTÉE LAUDER COMPANIES



# FORWARD-LOOKING INFORMATION AND NON-GAAP DISCLOSURES

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Statements in this presentation may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements may address our expectations regarding sales, earnings or other future financial performance and liquidity, other performance measures, product introductions, entry into new geographic regions, information technology initiatives, new methods of sale, our long-term strategy, restructuring and other charges and resulting cost savings, and future operations or operating results. These statements may contain words like “expect,” “will,” “will likely result,” “would,” “believe,” “estimate,” “planned,” “plans,” “intends,” “may,” “should,” “could,” “anticipate,” “estimate,” “project,” “projected,” “forecast,” and “forecasted” or similar expressions. Factors that could cause actual results to differ materially from our forward-looking statements are described in the Company’s filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the fiscal year ended June 30, 2021. The Company assumes no responsibility to update forward-looking statements made herein or otherwise.

Our materials also include non-GAAP financial measures. We use certain non-GAAP financial measures, among other financial measures, to evaluate our operating performance, which represent the manner in which we conduct and view our business. Management believes that excluding certain items that are not comparable from period to period, or do not reflect our underlying ongoing business, provides transparency for such items and helps investors and others compare and analyze operating performance from period to period. Our non-GAAP financial measures may not be comparable to similarly titled measures used by, or determined in a manner consistent with, other companies. While we consider the non-GAAP measures useful in analyzing our results, they are not intended to replace, or act as a substitute for, any presentation included in the consolidated financial statements prepared in conformity with U.S. GAAP. Information about GAAP and non-GAAP financial measures, including reconciliation information, is on the Investors area of the Company’s website, [www.elcompanies.com](http://www.elcompanies.com), under the heading “GAAP Reconciliation.”

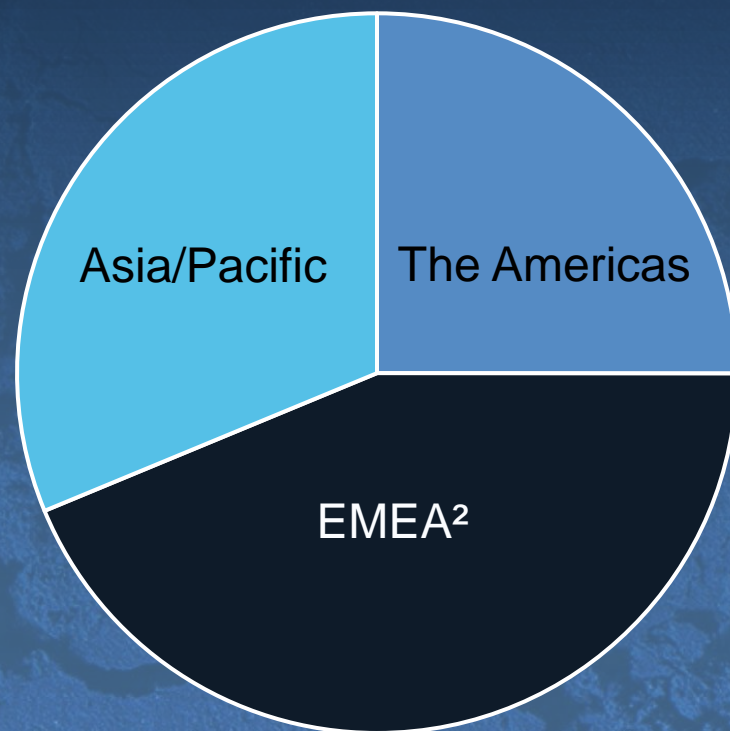
# WE ARE A LEADER IN GLOBAL PRESTIGE BEAUTY

**\$17.5B**

FY22 net sales estimate<sup>1</sup>

**25+**

prestige brands



<sup>1</sup> Represents the midpoint of FY22 net sales guidance issued on May 3, 2022

<sup>2</sup> Includes global travel retail

# GLOBAL PRESTIGE BEAUTY IS THRIVING

AND THE ESTÉE LAUDER COMPANIES ARE WELL POSITIONED TO BENEFIT



## PREMIUMIZATION

- Prestige beauty is outpacing mass beauty in key markets
- Emerging market consumers highly aspirational

## GEOGRAPHY

- Chinese consumers #1 driver of growth
- Emerging markets other than China
- Developed market recovery

## CATEGORY

- Skin care momentum
- Makeup renaissance
- Luxe Fragrance
- Hair care innovation

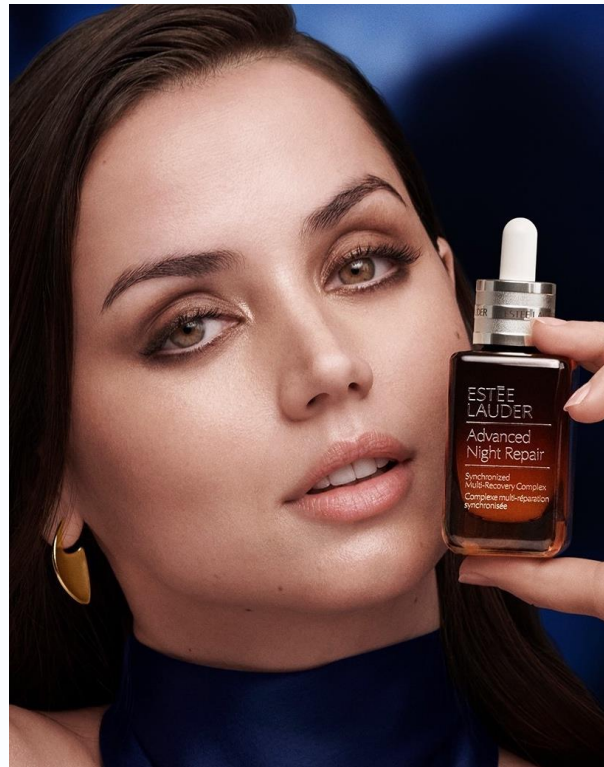
## CHANNELS

- Rapid shift to Online
- Acceleration of Travel Retail
- Reinvention of brick and mortar; omni-integration

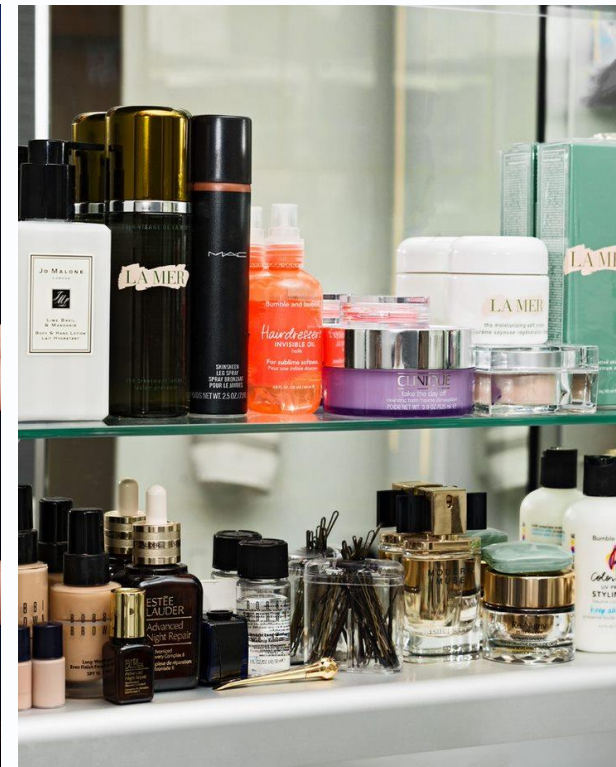
# WE ARE WELL POSITIONED FOR GROWTH



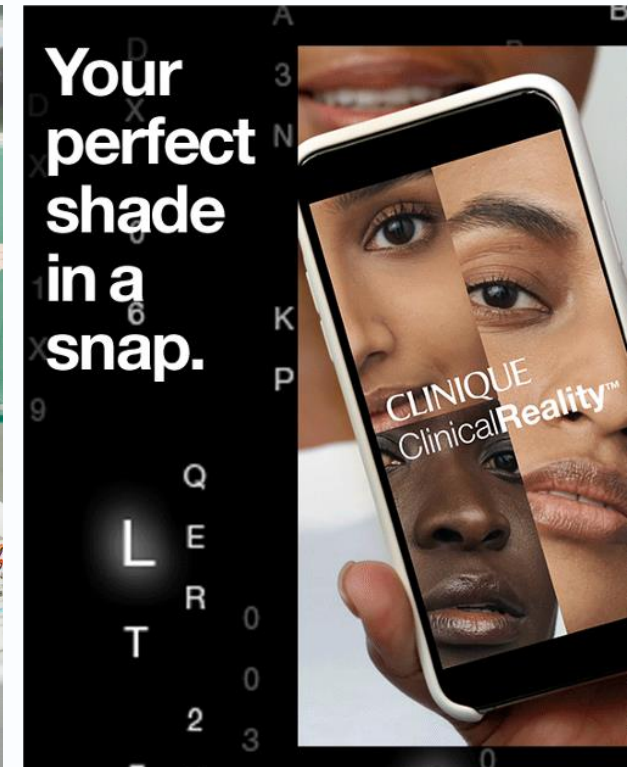
*DATA ANALYTICS  
CAPABILITIES*



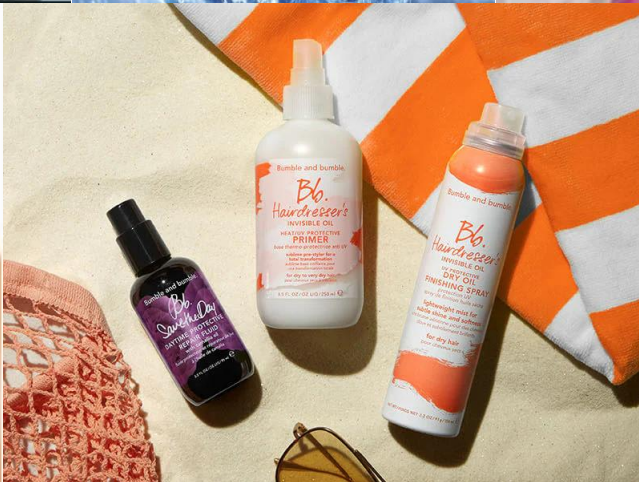
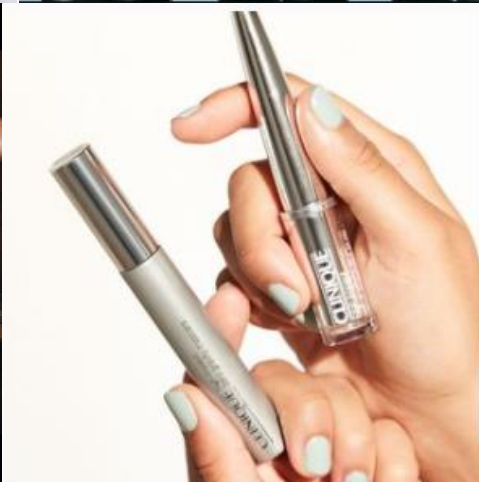
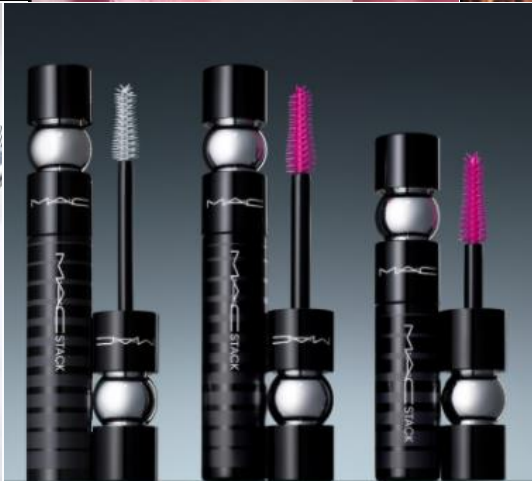
*HERO PRODUCTS  
AND HIGH TRAFFIC  
MOMENTS*



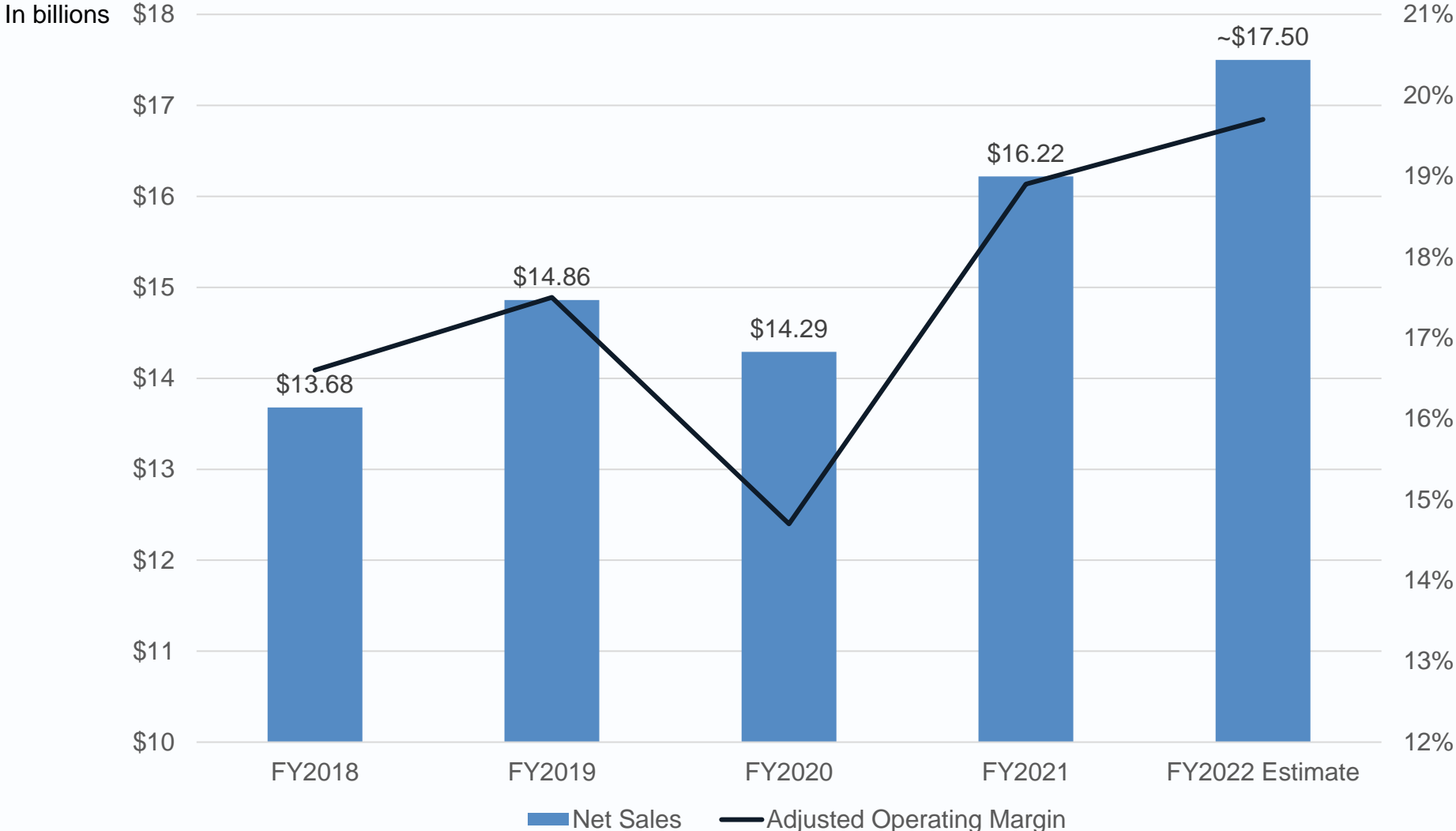
*BRAND PORTFOLIO*



*ONLINE CONSUMER  
EXPERIENCES*



# GROWING NET SALES AND PROFITABILITY



<sup>1</sup> Represents the midpoint of FY22 net sales and earnings guidance issued on May 3, 2022

# CHINA UPDATE

- Most stores are open, traffic not fully restored
- Shanghai distribution centers reopened
  - Capacity back to 100%
  - Serving online consumers in normal timeframe
  - Able to fulfill 6/18 expectations
  - Utilizing pop up DCs for key events
  - Temporary DC opening expected fall 2022, permanent opening planned spring 2023
- Intra-China travel
  - Travel within China, notably Hainan, is below normal levels, but improving
  - Pre/Post-tail supplementing retail



# *BEAUTY INSPIRED, VALUES DRIVEN*

COMMITTED TO SOCIAL IMPACT AND SUSTAINABILITY



Inclusion,  
Diversity & Equity



Employee  
Engagement



Social Investments



Environmental  
Responsibility

ESTÉE  
LAUDER  
COMPANIES

