

MARY KAY: The Company

2012 Corporate Fact Sheet

Mary Kay Ash founded Beauty by Mary Kay in Dallas, Texas, U.S.A., on Friday, Sept. 13, 1963, with her life savings of \$5,000 (USD) and the support of her 20-year-old son, Richard Rogers. Today, Mary Kay is one of the largest direct sellers of skin care and color cosmetics in the world with worldwide wholesale sales of \$3 billion. Mary Kay® products are sold in more than 35 countries, and there are more than 2.4 million Mary Kay Independent Beauty Consultants around the world. Led by President and Chief Executive Officer David Holl and the company's global executive team, Mary Kay employees and Independent Beauty Consultants continue to fulfill Mary Kay Ash's mission of enriching women's lives. The world headquarters is located in Dallas, Texas, U.S.A.

The Opportunity

More than 2.4 million Independent Beauty Consultants sell Mary Kay® products worldwide. All Mary Kay Independent Beauty Consultants are direct sellers. They purchase products directly from Mary Kay and sell the products to their customers through a variety of methods including face-to-face, small party settings or online. Independent Beauty Consultants often take advantage of technology to help reach their customers and manage their businesses. Mary Kay offers a variety of tools including personal e-commerce sites for Independent Beauty Consultants, online virtual makeovers for consumers, e-catalogs, business management tools for mobile devices and social media messaging. These digital tools help Independent Beauty Consultants broaden their reach, strengthen their customer network and increase awareness about their businesses – all of which appeal to one of the fastest-growing groups of Independent Beauty Consultants - Generation Y. The leaders in the independent sales force are Independent National Sales Directors and Independent Sales Directors. Throughout the company's nearly 50-year history, more than 600 Independent Beauty Consultants worldwide have risen to become Independent National Sales Directors, the pinnacle of achievement among Mary Kay Independent Beauty Consultants. Approximately 42,000 people across the world are Independent Sales Directors.

The Products

Mary Kay is a premier beauty company that produces more than 200 premium products in its state-of-the-art manufacturing facilities in Dallas, Texas, and Hangzhou, China. In a typical year, Mary Kay spends millions of dollars and conducts more than a half million tests to ensure that Mary Kay® products meet the highest standards of quality, safety and performance.

The Heart

Mary Kay Ash founded her company on the Golden Rule and emphasized the importance of giving back to others. Because of this commitment, Mary Kay is changing the lives of women and children around the world through its corporate social responsibility initiative known as Pink Changing Lives®. Through its *Beauty That Counts*® campaign, Mary Kay has donated millions of dollars from the worldwide sale of *Beauty That Counts*® products to causes that change the lives of women and children around the world.

The World

Mary Kay enjoys a reputation as a respected beauty company and direct seller around the world. Mary Kay® products are sold in more than 35 global markets. Mary Kay opened its first international market in Australia in 1971. Since 1990, Mary Kay has experienced significant growth, opening in more than 20 new markets around the world. The company's most recent openings include India in 2007, Singapore in 2009 and Armenia in 2010. Mary Kay's largest markets include China, Mexico, Russia and the United States. Women around the world know that Mary Kay offers products they can trust from a company in which they can believe.

About Mary Kay

Mary Kay is one of the world's largest direct selling companies with more than \$3 billion in annual wholesale sales worldwide. Mary Kay was founded in 1963 by Mary Kay Ash with the goal of helping women achieve personal growth and financial success. Mary Kay remains committed to enriching women's lives, and today more than 2.4 million people of all backgrounds are enjoying the advantages of being Mary Kay Independent Beauty Consultants. Mary Kay's high-quality skin care and color cosmetics products are sold in more than 35 countries around the world. To learn more about Mary Kay, visit www.marykay.com.

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