

MARY KAY: The Heritage

Company Milestones

Few companies can speak of a rich heritage like Mary Kay Inc. Mary Kay Ash's business acumen, combined with her desire to help women achieve personal growth and financial success, led her to develop the company that has grown into one of the largest global direct sellers of skin care and color cosmetics. Mary Kay employees and Mary Kay Independent Beauty Consultants have committed to enriching women's lives by following the Golden Rule, exhibiting a giving spirit, maintaining balanced priorities and making others feel important. Since 1963, Mary Kay Ash and her company have set the example for others to follow by adhering to those guiding principles. Take a glimpse at the company's milestones to see how "The Mary Kay Way" has impacted the world.

- 1963 Beauty by Mary Kay opens on Friday, Sept. 13, in a 500-square-foot storefront in Dallas, Texas. Company founder Mary Kay Ash establishes her dream company which she envisions will offer women unprecedented opportunities for financial independence, advancement and personal fulfillment. Mary Kay Ash opens her company with the help of her 20-year-old son Richard Rogers, her life savings of \$5,000 (USD) and nine Independent Beauty Consultants.
- 1969 The concept for the Mary Kay Career Car program begins when Mary Kay Ash awards the use of the first pink Cadillacs to the top five Independent Sales Directors.
- 1971 Mary Kay expands by opening its first international subsidiary in Australia.
- 1973 Mary Kay celebrates its 10th anniversary and the Mary Kay independent sales force exceeds 20,000.
- 1976 Mary Kay is listed on the New York Stock Exchange.
- 1983 Mary Kay celebrates 20 years, and the company's wholesale sales exceed \$300 million (USD).
- 1984 Mary Kay Inc. is featured in the first edition of *Fortune* magazine's *The 100 Best Companies to Work For in America*.
- 1985 Mary Kay Inc. returns to private, family ownership in a leveraged buyout.
- 1988 Mary Kay continues its global expansion and opens in Mexico. Today, Mary Kay Mexico is one of the company's largest international markets.
- 1989 Mary Kay Inc. initiates a corporate recycling program for paper, plastic, glass and aluminum.
- 1990 Mary Kay continues its global expansion. Mary Kay® products are sold in 10 countries.
- 1991 Consolidated global wholesale sales reach \$500 million (USD).
- 1992 Mary Kay Inc. is listed as a Fortune 500 company for 1992. (The list is released in 1993.)
- 1993 Mary Kay opens in Russia. Today, Mary Kay Russia is one of the company's largest markets.
- 1993 Mary Kay Inc. is again listed in *Fortune* magazine's *The 100 Best Companies to Work For in America*.
- 1995 *Fortune* magazine includes Mary Kay Inc. on its Most Admired Corporations in America list.
- 1996 Consolidated global wholesale sales surpass \$1 billion (USD) for the first time in company history.

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- 1996 The Mary Kay Ash Charitable Foundation is established. The Foundation, now known as The Mary Kay FoundationSM, is a nonprofit public foundation dedicated to providing funding for research of cancers affecting women, funding for preventing violence against women through awareness programs and grants to women's shelters across the United States.
- 1996 Mary Kay Inc. is one of 20 companies featured in the book, *Forbes Greatest Business Stories of All Time*, and Mary Kay Ash is the only woman profiled in the book.
- 1998 Mary Kay Inc. is included for the third time in *The 100 Best Companies to Work For in America* published by *Fortune* magazine.
- 1998 Mary Kay Inc. celebrates its 35th anniversary. The company changes the color on the coveted pink Cadillac to a pearlized pink.
- 1999 Mary Kay Ash is recognized as a Texas Woman of the Century – one of the 100 most influential women in the state.
- 2000 Lifetime Television names Mary Kay Ash the most outstanding woman in business in the 20th century based on yearlong, online voting in 1999.
- 2001 Mary Kay Inc. is awarded the Direct Selling Association's "Industry Innovation Award" for the Mary Kay[®] Personal Web Site program, which provides each Independent Beauty Consultant with the opportunity to have a website of her own. This award recognizes the company that has developed a pioneering approach to an aspect of direct selling.
- 2001 Richard Rogers, son of Mary Kay Ash and company co-founder, resumes role of CEO.
- 2001 Beloved founder Mary Kay Ash passes away Nov. 22, 2001, on Thanksgiving Day – her favorite holiday.
- 2002 Mary Kay Inc. is awarded the Direct Selling Association's "Vision for Tomorrow Award" for its community outreach regarding the prevention of violence against women.
- 2002 Mary Kay Inc. is awarded the 2002 Humanitarian of the Year Corporate Award from the Los Angeles Commission on Assaults Against Women for its efforts to help eliminate violence against women and children.
- 2002 Mary Kay Ash is named a 2002 Dallas Business Hall of Fame Laureate and is inducted posthumously into The Academy of Achievement of Sales and Marketing Executives.
- 2003 Mary Kay Inc. celebrates its 40th anniversary, and the Mary Kay independent sales force grows to 1 million people around the world.
- 2003 Mary Kay Ash is named the Greatest Female Entrepreneur in American History in an academic study led by Baylor University.
- 2004 Mary Kay Ash is named one of the "25 Most Influential Business Persons of the Past 25 Years" by PBS's *Nightly Business Report* in conjunction with the prestigious Wharton School of Business.

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- 2004 Mary Kay Ash posthumously receives the Humanitarian Rose Award from Kensington Palace in London, England, for the work she inspired through The Mary Kay FoundationSM and the impact she had on lives of women around the world.
- 2005 Mary Kay Inc. reaches \$2 billion in consolidated global wholesale sales.
- 2005 Mary Kay China celebrates its 10th anniversary.
- 2005 Richard Rogers assumes the role of Executive Chairman, and David Holl is named President and Chief Executive Officer.
- 2006 A&E Television Networks airs the biopic documentary “Mary Kay” on the Biography Channel.
- 2007 Mary Kay® products are sold in more than 35 markets worldwide.
- 2008 Mary Kay Inc. celebrates its 45th anniversary and launches its formal global corporate social responsibility initiative Pink Changing Lives® with the sole purpose of changing the lives of women and children around the world.
- 2008 Mary Kay debuts *Beauty That Counts*®, the company’s first global cause-related marketing program supporting women and children.
- 2008 The *Dallas Business Journal* names Mary Kay to its list of top local corporate philanthropists. Mary Kay continues to make the list each year.
- 2009 Mary Kay achieves \$2.5 billion in global wholesale sales, and the independent sales force grows to 2 million people around the world.
- 2010 Mary Kay Argentina celebrates its 30th anniversary. Mary Kay celebrates 10 years in Kazakhstan, Malaysia, Philippines and Slovakia and 5 years in Moldova. Mary Kay opens operations in Armenia.
- 2011 Through its 2008, 2009 and 2010 *Beauty That Counts*® campaigns, Mary Kay marks the donation of nearly \$4 million (USD) to causes impacting women and children around the world.
- 2011 Mary Kay launches Global Month of Service and donates nearly 500,000 volunteer hours around the world.

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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