

elf
P E T S

Meet the Creators of e.l.f. Pets



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Product
Development,
e.l.f Skin &
Strategic
Extensions



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Innovation,
Product
Marketing
Intern, E.L.F.
Color



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Financial
Planning and
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Shruti Jain
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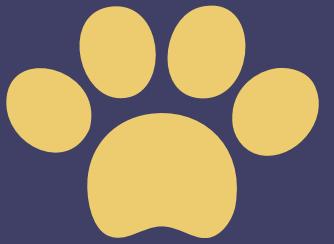


Navya Kakkar
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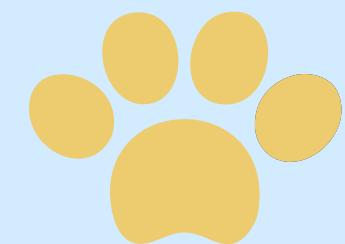
OUR PURPOSE: WHY WE DO IT



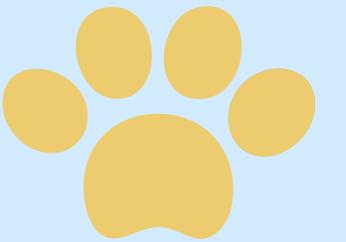
WE STAND WITH
EVERY EYE, LIP, FACE,
PAW AND FIN.



Welcome to the World of e.l.f. Pets

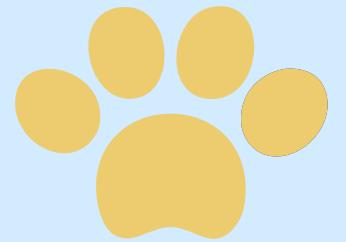


Pet Care is the New e.l.f Care



86.9M

US FAMILIES OWN A
PET AND **49%** ARE
GENZ AND
MILLENIAL



69%

PET OWNERS CARE
MORE FOR THEIR
PETS THAN
THEMSELVES

Markets

\$273B

TOTAL ADDRESSABLE

Global Pet Industry

\$4.2B

SERVICEABLE ADDRESSABLE

Global Pet Skin and Coat Care

\$1.3B

SERVICEABLE OBTAINABLE

US Pet Skin & Coat Care

Compound Annual Growth Rate

2023-2033

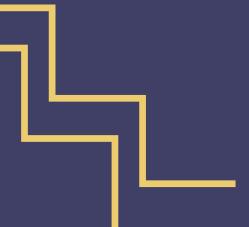
6.1%

Skin/Coat Care

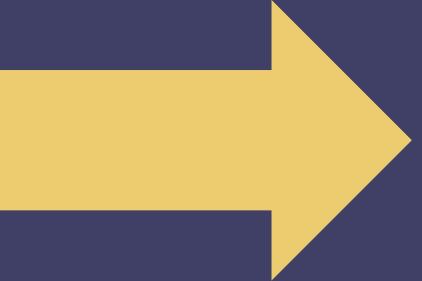
4.28%

Color Cosmetics

Global Market Value



2024

\$4.2B  **\$6.8B**

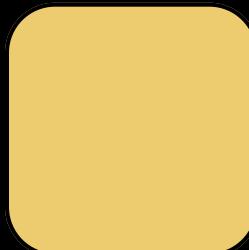
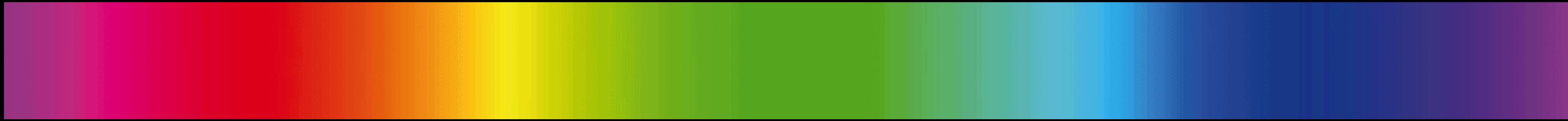
2033

GROWTH OF PET SKIN AND COAT CARE

DOG COLOR SPECTRUM



HUMAN COLOR SPECTRUM



GOLDEN
SAND
#EDCC6F



DAMSEL BLUE
#88CAFC



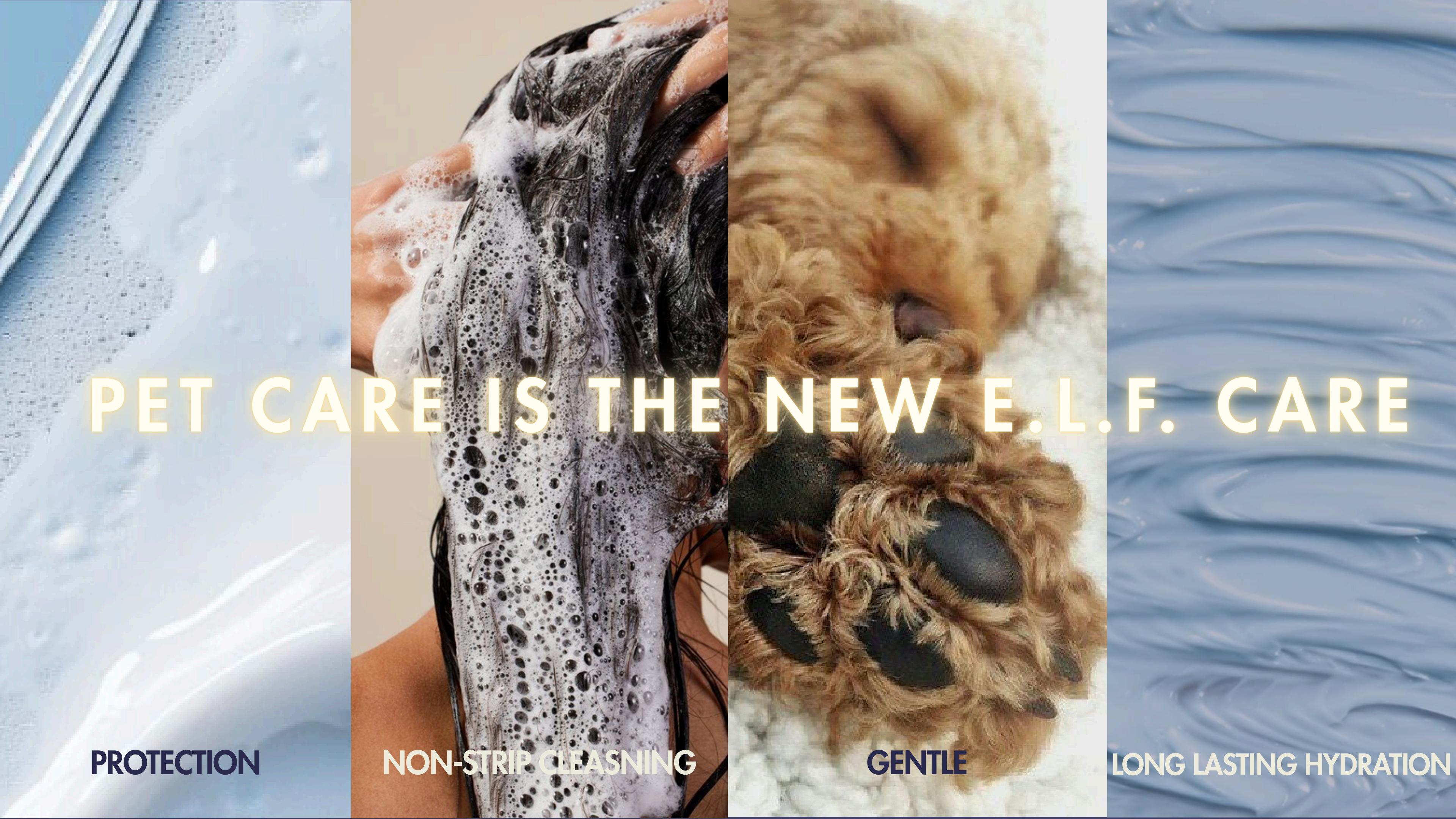
POWDER BLUE
#D2EBFF



AMERICAN BLUE
#404066

COLOR WITH
A PURPOSE

Inspired by how dogs see—high-contrast blues and yellows for a pet-friendly palette.



PET CARE IS THE NEW E.L.F. CARE

PROTECTION

NON-STRIP CLEASNING

GENTLE

LONG LASTING HYDRATION

PRIME AND PAWTECT PAW BALM

3-in-1 balm for paws, noses & elbows

- 🔥 Shields against heat, salt & rough terrain
- 💧 Softens & supports the natural skin barrier
- 🌿 Vegan, pet-safe & fragrance-free

25% Plant-Powered Paw Shield Complex
with Candelilla Wax, Shorea Butter &
Meadowfoam Seed Oil



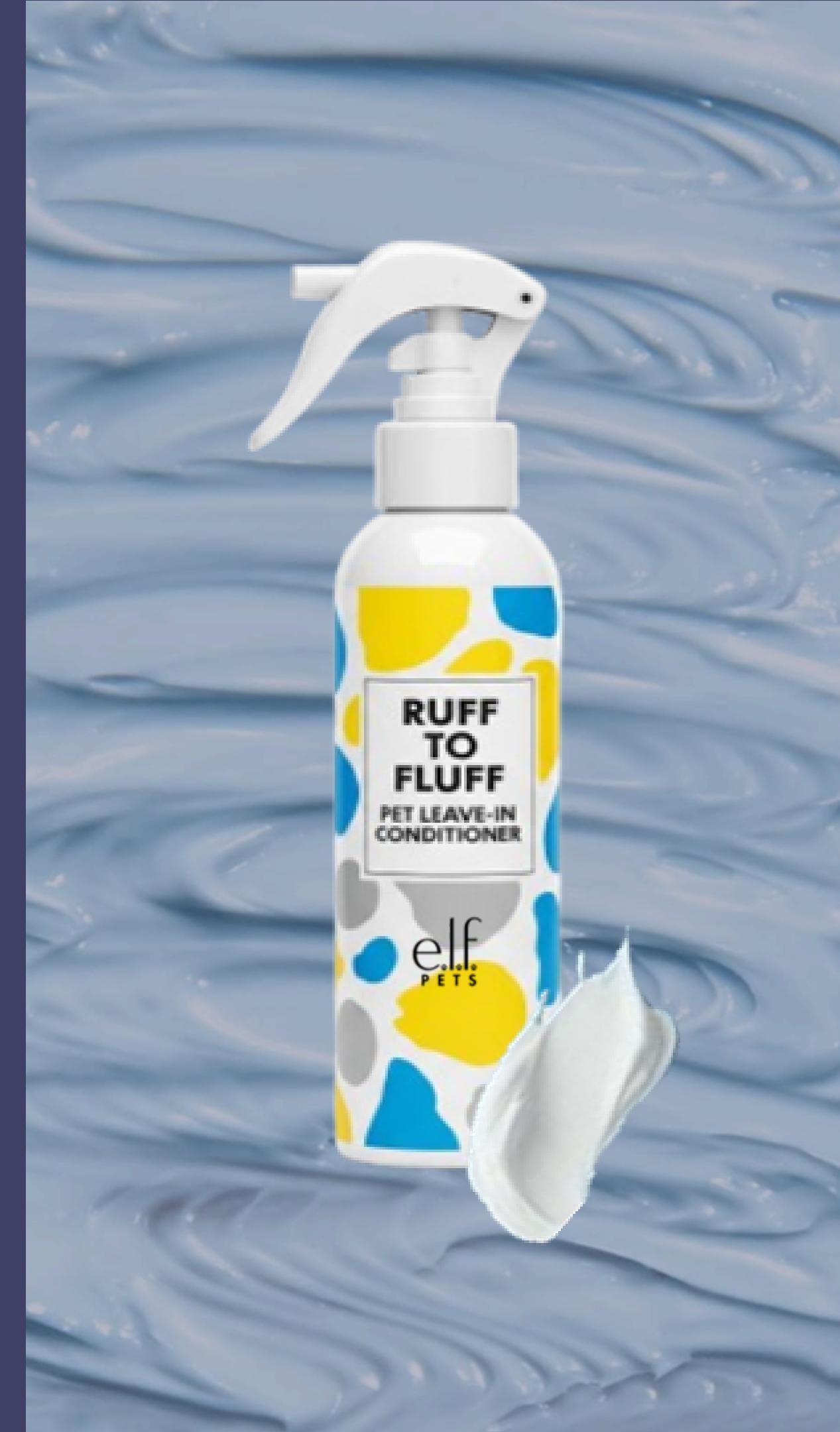
RUFF TO FLUFF LEAVE IN CONDITIONER

Leave-in skin conditioner

- ✿ Calms irritation & soothes dry, itchy skin
- 💧 Lightweight hydration with no residue
- 🌿 Vegan, pet-safe, Naturally scented*

**10% Soothing Chamomile Complex
with Roman Chamomile, Lavender Water
& Rose Water**

*Scented naturally with calming botanical waters and essential oils



elf
PETS

PAMPURR ALL OVER CLEANSER

Multi-use cleanser for paws, face & body

- soap Non-stripping, pH-balanced & rinseable
- water Supports skin barrier & maintains hydration
- leaf Vega, pet-safe & fragrance-free

**15% BarrierCare Complex
with Glycerin, Allantoin & Panthenol**



FUR-GET THE DIRT CLEANSING BRUSH

Glove and Curry brush made cleanse pets

- ⌚ Use on wet or dry fur
- 💧 Sustainable Rubber Bristles are able to lather and brush pets coat in order to give thorough clean
- 🧴 Pairs purrfectly with Pampurr All Over Cleanser



PRESTIGE

OUAI

OUAI FUR BEBE
\$32/16 OZ SHAMPOO

Aēsop.®

AESOP ANIMAL
\$48/16.9 OZ SHAMPOO

KIEHL'S
FOR YOUR DOG

KIEHL'S DOGS
\$32/16.9 OZ SHAMPOO

E.L.F. PETS



PAMPURR CLEANSER
\$13/16 OZ SHAMPOO



RUFF TO FLUFF
LEAVE IN CONDITIONER
\$13/16 OZ DETANGLER



PRIME AND PAWTECT
\$6/3 OZ PAW BALM

Forecast Assumptions

Grounded in historical success of e.l.f.

Cosmetics Industry Historical 10yr CAGR	e.l.f Historical 10yr CAGR	we beat the industry by
5%	16.1%	3.22x

Scenario Breakdown

Conservative (1x): based on the average CAGR of the market, e.l.f pets performs average relative to its competitors.

Moderate (1.5x): applying a premium to our growth due to strong gen Z pet ownership growth, Gen Z comprised 20% of US pet owning households, a 43.5% increase from 2023

Scenario based extension of e.l.f's historical growth to e.l.f pets:

Product Type	US MKT Size(millions)	CAGR	Moderate	e.l.f Speed
Paw Balm	\$123M	8.0%	12.0%	16.0%
Shampoo	\$546M	7.4%	11.1%	14.8%
Conditioner	\$39M	7.4%	11.1%	14.8%

e.l.f Speed (2x): best case scenario, competition? e.l.f'd up, digitally native, 51% of pet owners shop online, price point leader across SKUs, massive existing distribution network.

Top Down Forecast

Market Share Capture Based Approach

CONSERVATIVE

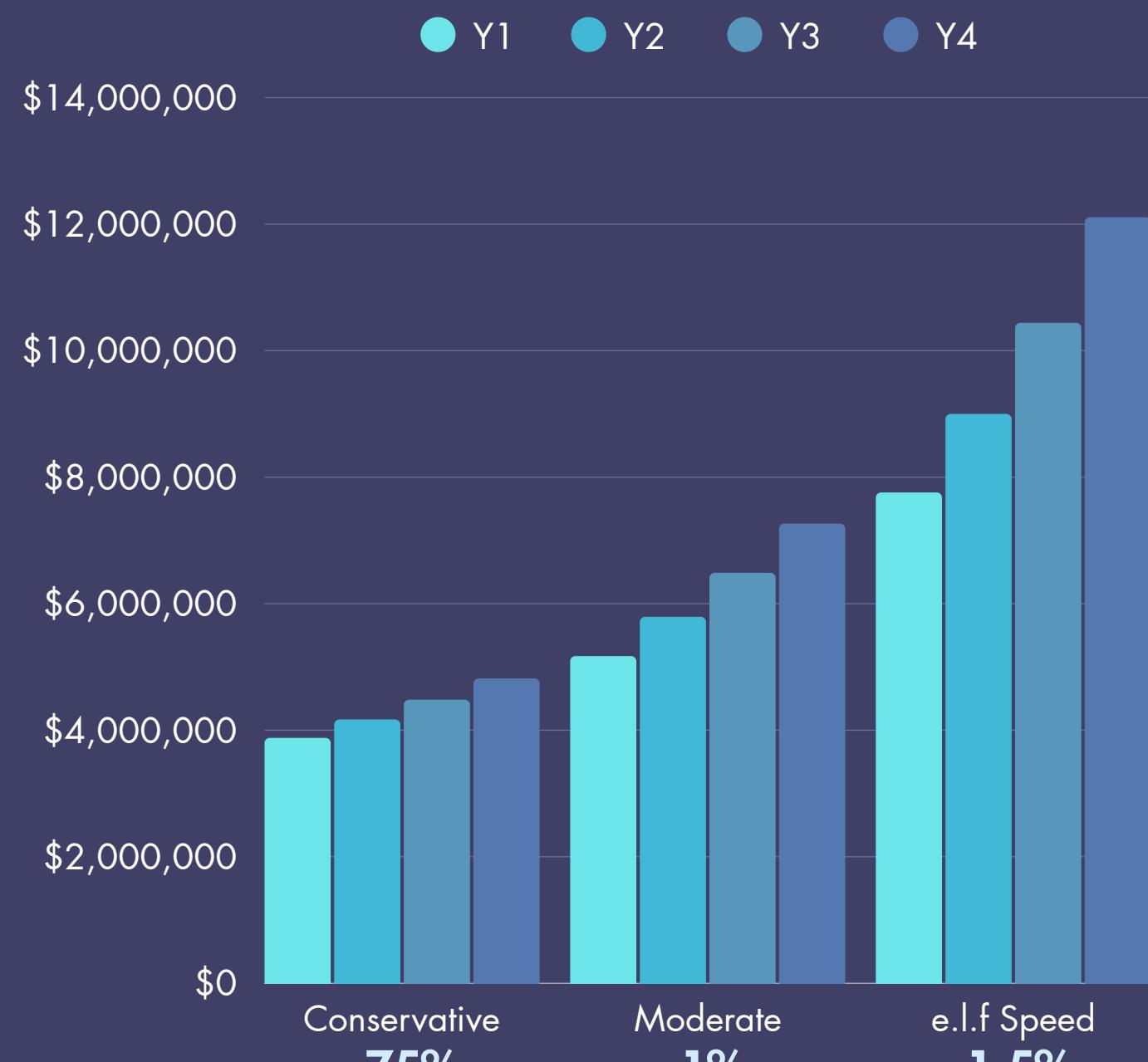
Capture .75% of the market across SKUs in our first year, emulating e.l.f skin's performance. Additionally, future revenues grow at the product specific CAGR.

MODERATE

Capture 1% of market share across SKUs + growing at a stronger pace than e.l.f skin, grounded in gen z presence and pet ownership

E.L.F SPEED 🚀

Capture 1.5% of market share across SKUs, coupled with gen Z brand strength, 33% unaided awareness successful conversion of owners who typically rely on groomers.



Pace	Y1	Y2	Y3	Y4
Conservative	\$3.88m	\$4.17m	\$4.48m	\$4.82m
Moderate	\$5.17m	\$5.79m	\$6.49m	\$7.27m
e.l.f Speed	\$7.76m	\$9m	\$10.44m	\$14.05m

Projected Unit Sales Assumptions

Factors specific for bottom up approach



RETAILER EXPANSION FACTOR

Conservative	Moderate	e.l.f. Speed
-30% Cannibalism from retailer exp. & overlapping customers	-20% Cannibalism from retailer exp. & overlapping customers	-15% Cannibalism from retailer exp. & overlapping customers

PRICE FACTOR ON UNIT ASSUMPTIONS

	Moderate	e.l.f. Speed
	Paw Balm +10% Units Sold Competitive Price 3x less	+20% Units Sold Competitive Price 3x less
	Shampoo 0% Competitive with Beauty not pet market	0% Competitive with Beauty not pet market
	Conditioner +5% Units Sold Competitive Price 24% less	+6% Competitive Price 24% less

Bottom-Up Forecast

Grounded in projected unit sales at the product level - with 3 scenarios

CONSERVATIVE

We expect to generate \$2.2M within Y1 growing to \$4.3M by Y4 with 1st year distribution on Ecom. and only expanding to selective retailers

MODERATE

Expecting to generate \$2.97M in Y1, reaching \$7.1M Y4 with continuous expansion leading to broader retail distribution, and +10% for competitive price.

E.L.F. SPEED 🚀

Launches at \$7M due to teasers with beauty squad , scaling to \$18.7M by Y4 through full retail rollout, aggressive marketing, and +20% for competitive price

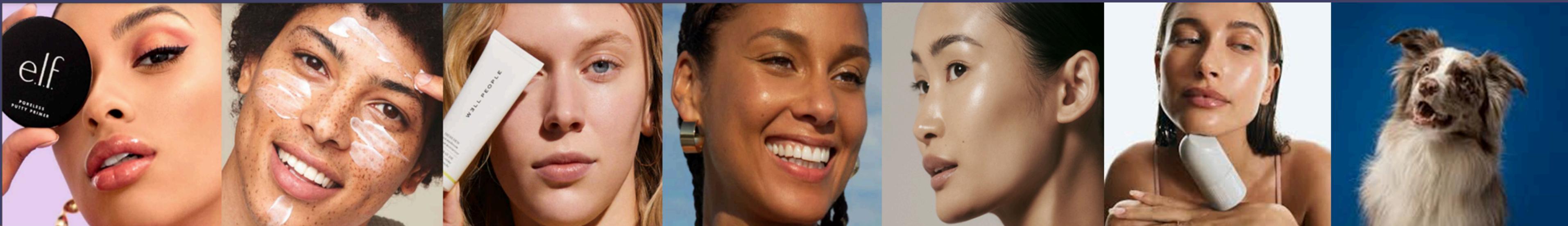


DEDICATION TO EVERY PAW



2% OF ALL E.L.F. PETS REVENUE WILL GO TO THE ASPCA

E.L.F. IS ELASTIC



e.l.f.
eyes.lips.face.

Trend-driven mass
beauty for every
eye, lip and face.

**e.l.f. is for
every
eye, lip and
face.**
PAGE 03

e.l.f.
SKIN

Targeted in concern.
skincare
for every eye, lip,
face
and skin concern.
**e.l.f. SKIN is for
every eye,
lip, face and skin.**

WELL
PEOPLE

Plant-powered, high-
performance cosmetics
and skincare.
**Clean beauty
powered by plants.**

KEYS
SOULCARE

Premium lifestyle-beauty
created by Alicia Keys.
**Nourish your skin.
Nurture your soul.**

NATRIUM

Clinically effective,
biocompatible skincare.
**Thoughtfully
formulated for you.**

rhode

**Edited, efficacious and
intentional
skincare** designed by
Hailey Rhode Bieber

e.l.f.
PETS

Truly bringing beauty to
every eye lip and paw. **Pet
care is the new
e.l.f.care.**

e.l.f.
PETS

Thank you

