

2021 CORPORATE SOCIAL RESPONSIBILITY



Contents

CEO Message3

Our Material Topics5

ABOUT BIG 7

BIG Snapshot9

BIG System11

Our Mission and Values13

Our Brands15

Stakeholder Engagement17

Commitment to Customers18

Corporate Governance19

RESPONSIBLE SUPPLY CHAIN 21

Our Value Chain23

Our Vendor Approach24

Protecting Workers
and Communities25

OUR PEOPLE 27

Our People29

Diversity, Equity, and Inclusion31

Putting People First33

Health and Safety34

ENVIRONMENTAL IMPACT 35

Environmental Impact37

Program Spotlight:
Matter of Trust39

GIVING AND COMMUNITY 41

BIG's Giving and Community43

Spotlight: Educate Girls India45

Spotlight: Forever Young
Foundation47

About This Report49

GRI Content Index51

CEO Message

I am thrilled to share the Beauty Industry Group (BIG) annual impact report. Last year, we released our first formal impact report, a first not just for our company but for the entire hair extension industry. In 2021, we built on our foundational commitments to run our business in a way that lifted others up.

While last year presented many business and societal issues, our company rose to the occasion and leaned into our mission to make good on our purpose and grow our business responsibility. After formalizing our commitment to environmental, social, and governance issues, we treated 2021 as an opportunity to expand upon our mission of delivering true beauty. This included setting up employee-led giving and diversity committees. We also expanded our internal and external support to address the environmental and social challenges in our supply chains, recognizing our responsibility as a leader in our industry. We are pleased to share the outcomes of our impact strategies in this report and look forward to building on our commitments each year.

At BIG, we recognize that our stakeholders, starting with our team members, are the most important agents of positive change. As a company, we recognize our responsibility and the opportunity to help ensure a positive future

for generations to come. We treat investments in our people as crucial to our long-term success. This year, we continued to support our diversity, equity, and inclusion committee, which has helped us achieve goals to empower women, improve leadership diversity, and encourage team members around the world in our giving and sustainability programs, all while maintaining our people-first attitude.

Beyond our internal commitments, we recognize our biggest impacts occur within our supply chain. Since 2020, we have been participating in the United Nations' Global Compact, a voluntary initiative, based on CEO commitments to implement universal sustainability principles. We will continue to follow this pledge and to enhance our ongoing efforts in traceability, human rights due diligence, and auditing programs.

Further, we are thrilled to share that our audits provide evidence that our suppliers are adhering to BIG's Code of Conduct and

expectations that all workers be treated with dignity and kindness. While the hidden nature of labor abuses in supply chains can be challenging to detect, we will continue to explore and implement creative solutions to address this issue. We continue to execute our plan to increase our insight into the hair extension donor process and work towards new training and assurance programs in 2022.

Noting the ongoing global impact to the environment, due to the movement of freight and other carbon-producing elements, we increased our commitment to support reforestation projects while also expanding our efforts to measure and reduce our own environmental impacts.

Additionally, we augmented our corporate philanthropy through our Giving Committee. We supported a myriad of efforts focused on tangibly making the world a more beautiful place. With major grants to Educate Girls and the Forever Young Foundation, we advanced the welfare of youth, underserved children, and marginalized families through access to education, the internet, and other services during 2021.

Sincerely,
S. Derrick Porter



VISION STATEMENT

BIG is the global market leader in hair solutions and related hair wellness products. BIG's spirit of diversity and entrepreneurship delivers against evolving salon professional and consumer needs through a family of highly relevant and targeted brands. BIG is the most trusted provider and driver of category growth, setting the standard for quality, innovation, and supply chain transparency.



Our Material Topics

BIG uses the Global Reporting Initiative (GRI) standards as guidance and engages with stakeholders to determine its material topics. Recently, we gathered input from internal and external key stakeholders through interviews, surveys, and audits.

We utilized additional desktop research to incorporate various sustainability reporting frameworks and conducted peer analysis to review industry ESG-focused topics. This process helped our company to select four leading material topics to drive the focus of our sustainability strategy, and these material topics and boundaries form the basis of this report. We remain focused on the following ESG issues:

BIG's 2021 ESG Material Topics

Responsible Supply Chain	Promote transparency in the entire value chain; require direct suppliers to uphold high ethical social standards, including fair wage and working conditions; and collaborate with our suppliers to commit (and track) ethical procurement of raw materials
Diversity, Equity, and Inclusion	Sustain a diverse leadership and board composition, build our brand-level inclusion and diversity efforts, and practice inclusive marketing
Environmental Impact	Minimize environmental aspects of BIG operations and reduce overall footprint; increase environmentally-friendly packaging and other environmental considerations throughout BIG's value chain; and manage the business and societal risks of climate change on BIG's supply chain
Giving and Community	Drive positive impact along the entire value chain through strategically-aligned initiatives and local community engagements

GOAL SETTING

Alongside these ESG topics, we also aligned with the United Nations' Sustainable Development Goals (SDGs) framework, which allows stakeholders of all kinds to align and contribute to the development of a sustainable society. We selected three targets from the United Nations' Sustainable Development Goals (SDGs), based on our desire to deliver true beauty to the world. These three targets are part of our long-term ESG journey:

- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 6: Climate Action

In 2021, we helped realize these commitments through giving, climate action, and human resources. Our giving and diversity, equity, and inclusion teams delivered tangible outcomes that have advanced our contributions to these goals.



ABOUT BIG

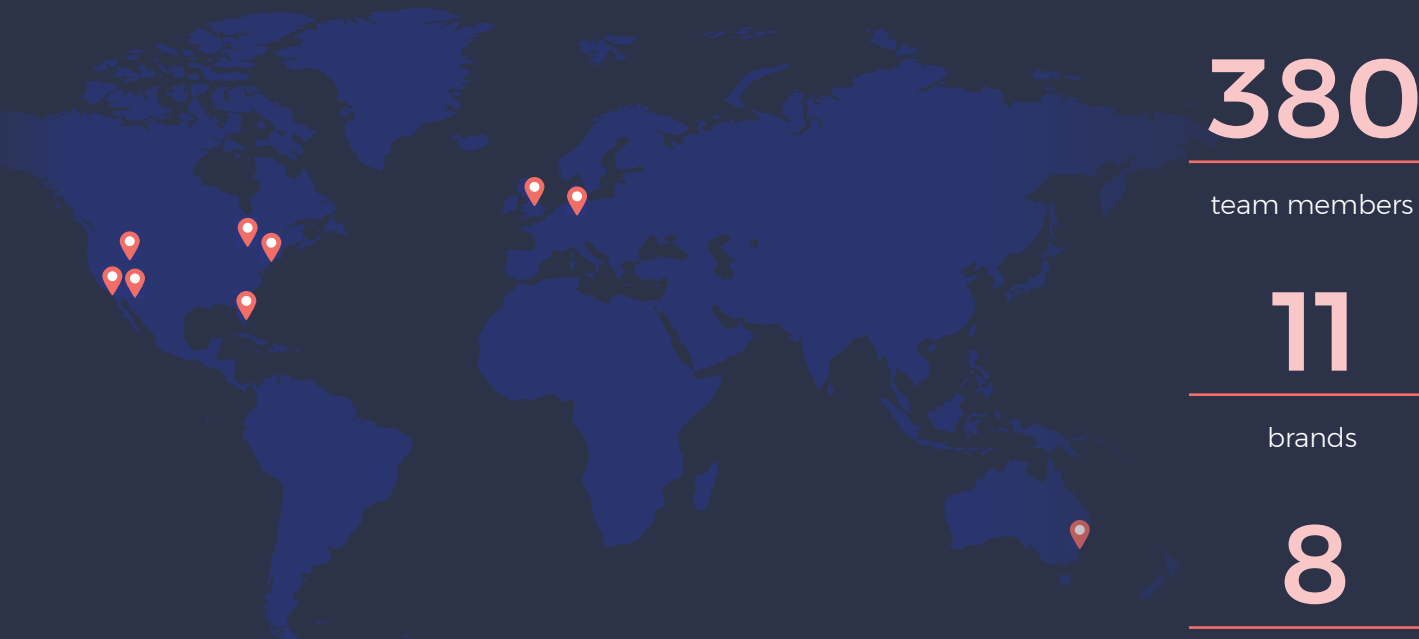


BIG is an industry-leading global supplier of professional-grade hair extensions and other beauty products. We are proud of our reputation for outstanding products, leadership, innovation, and expertise.

BIG Snapshot

Our products are sold in hundreds of stores throughout North America, and to more than one million consumers and stylists across the globe.

We sell and distribute products to more than 50,000 salons, servicing upwards of a quarter of a billion people each year.



LOCATIONS:

North America: Salt Lake City, Miami, Tucson, San Diego,

Toronto, New York City, Los Angeles

Europe: U.K., Germany

Australia: Sydney

Data as of December 2021

Beauty Industry Group is one of the leading global providers of professional-grade hair extensions. Founded in Salt Lake City, UT in 2004, BIG employs over 350 people in the United States, Canada, Germany, England, and Australia and serves customers in 165 countries. Our business includes 11 distinct brands in different locations and markets that sell and distribute products to more than 50,000 salons, servicing upwards of a quarter of a billion people each year.

In October 2021, L Catterton became BIG's primary investor. With more than \$33 billion of equity capital across its fund strategies and 17 offices around the world, L Catterton is the largest global consumer-focused private equity firm in the world. Our leadership team felt a relationship with L Catterton would allow the company to leverage its deep category insight, operational excellence, and their broad strategic network of relationships. L Catterton has a team of nearly 200 investment and operating professionals supporting management teams around the world.

BIG deploys a multi-channel, multi-brand strategy that services both salon professionals and end consumers. Our products are mostly comprised of 100% human hair extensions and are handcrafted to meet the highest standards in our industry. Through our global and vetted

supply chain, we provide employment to more than 3,500 full time workers in our manufacturing network.

For both direct-to-consumer and direct-to-salon brands, BIG assists with back end support, including business planning services and procurement, supply chain management, inventory planning, contracts, distribution and logistics, quality control, research and development, and customer service support. Through its family of brands, BIG expands its mission to deliver true beauty to the world.

Our mission relies on our team and people. Advancing the interests of society and the planet requires a democratized approach, where brands and individuals can implement their own unique qualities to beautify our world. Internally, we refer to this as the BIG System. This framework enables collaborative problem solving, accountability, sustainable growth, and mission alignment. By focusing on our people, we are able to deliver exceptional products with high quality and innovation, while remaining true to our values.

BIG System

By placing our people as the center of the BIG System, we connect our mission, values, and strategy, leading to results. This is applied by the enabler.

- **Product**
- **Brand**
- **Distribution**
- **Operational Excellence**



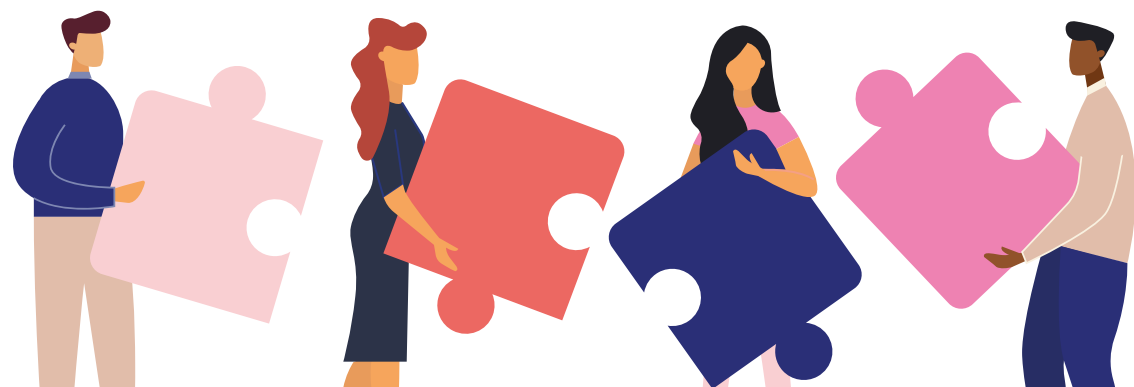
Our Mission and Values

BIG's mission is to deliver true beauty to the world through its business operations and products. We aim to fulfill our mission through investing in beauty products alongside people, growth, and giving.

BIG's spirit of diversity and entrepreneurship delivers against evolving salon professional and consumer needs through a family of highly relevant and targeted brands. BIG is the most trusted provider and driver of category growth, setting the standard for quality, innovation, and supply chain transparency.

Since our inaugural ESG report, we have formalized and built upon our foundational values to expand our sphere of care across our employee base, suppliers, customers, and communities. We led with optimism and deep ownership and maintained an innovative mindset that allowed us to grow and thrive in 2021.

Additionally, we formalized the work of our giving committee as well as our sustainable supply chain management approach. This committee helped our company take greater ownership for giving and climate action while augmenting our positive contributions. This committee consists of volunteer representatives from BIG's brands, who are unified in their shared mission to deliver true beauty to all.



AT BIG WE:

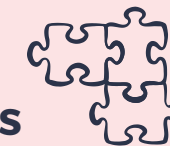
Get It Done



BY...

- Acting with an entrepreneurial spirit
- Taking initiative and ownership
- Maintaining a high say/do ratio
- Trusting that doing the right thing will produce the best results

Are Optimistic Problem Solvers



BY...

- Doing hard things
- Being a solution first organization
- Looking for a better way
- Valuing dialogue, teamwork and collaboration

Have a Growth Mindset



BY...

- Intentionally learning
- Being humble and confident
- Seeking personal growth and development
- Adapting and evolving

Recognize the Value of People



BY...

- Being generous with our praise, time and support
- Recognizing that all are contributors
- Being kind
- Embracing and encouraging diversity

Our Brands

Each brand in BIG's family is an example of excellence in the hair extension sector. Instead of acting with a top-down approach, brand leaders are empowered to develop and execute strategy alongside their peers in a collaborative manner. BIG depends upon the leadership of its brands to deliver growth and positive impact.



*as of December 2021



Stakeholder Engagement

As part of BIG’s approach to business, it solicits feedback from all potential stakeholders using a myriad of proven and innovative approaches. BIG aims to be comprehensive and inclusive in its stakeholder-engagement process. Whether it be our customers, brands, suppliers, or communities of operation, we gather feedback in a candid manner that allows anyone connected to our company to speak up for his or her needs, concerns, and ideas. The points below illustrate our engagement approach:

Stakeholder	Types of Engagement
Customers	Emails, phone calls, trainings/education, trade shows, social media
Suppliers	Trainings, audits, monthly supplier calls
Team Members	Surveys, trainings, performance reviews, monthly all-hands meetings
Communities	Brand-driven community outreach
Investors	Investor calls, financial reports, ad hoc information requests
Executive Leadership	Weekly meetings, monthly financial reviews, quarterly brand calls
Board of Directors	Quarterly meetings, monthly earnings calls

In 2020, we undertook stakeholder engagement with the specific goal of understanding our environmental, economic, and societal impacts. The result of this successful exercise was the release of our first ever ESG report, which continued through 2021. It is an ongoing process not just for reporting needs, but also to facilitate greater communication with our stakeholders to solve problems and deliver on our mission.

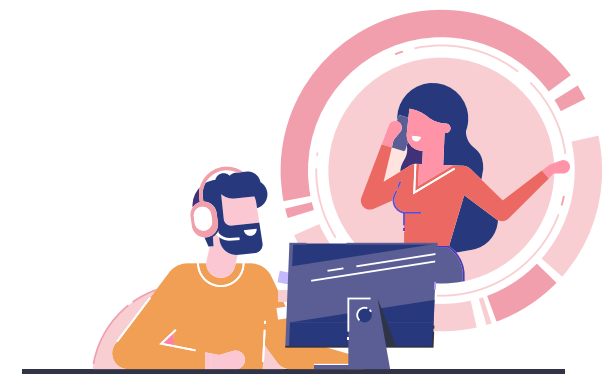
Commitment to Customers

BIG’s success stems from its active and diversified approach to doing business. Beyond providing salon professionals and customers with quality hair products, BIG practices active listening with its customers.

These conversations help inform us of our customers’ needs while developing new and innovative products that directly benefit the entire value chain. Education also remains a leading commitment for our company. Every year, we host more than 100 training sessions for stylists to help them meet the growing demand for hair extensions. This allows stylists to be certified in our products and deliver the best quality and innovation to their hair extensions consumers. We have also established a partnership with a leading cosmetology company to produce and disseminate a program that allows passionate beauty professionals to gain training in our growing vertical. In addition, we have written and distributed online training for soon-to-be beauty professionals.

Beyond customer support through our brand services, we remain committed to meeting rigorous quality-assurance standards. Our manufacturing network procures and produces all products in strict compliance with all applicable global regulations. Our hair is

naturally treated and tested to ensure that our customers receive only the highest quality available. Beyond meeting standard compliance, our brands have also played leadership roles in phasing out chemicals that potentially cause harm to our customers and to the planet. Our products are paraben- and sulfate-free and our brands are moving towards sustainable-packaging alternatives.



Corporate Governance

BIG has been committed to sound and ethical governance since its founding. Our approach to ethics is holistic and foundational.

We are governed by a Board of Directors, which meets quarterly to discuss all material matters, including ESG topics. These topics include general business reporting, sustainable supply chain management, diversity and inclusion, company culture, and other pertinent issues. We operate in accordance with all applicable local, state, and federal regulations. Our employee handbook—which is signed by all team members—strictly outlines our mandatory adherence to anti-corruption, equal opportunity employment, privacy laws, ethics, and conflicts of interest. We also train all team members on their right to anonymously and safely bring forward any concerns around ethics, ESG topics, and human resource issues.

ESG topics are handled at the highest level of the company. Our CEO, COO, and Board of Directors vigilantly strive to exceed regulatory requirements and consistently look for new and creative ways to incorporate sustainable practices.

Our Executive Team also regularly consults with outside experts and employee-led

committees. ESG specialty consultants assist our team to evolve and deliver upon new strategies such as drafting and adopting human rights policies across our supply chain, tackling climate action, and advancing inclusion efforts. Employee committees are designed and operated around ESG topics and the company's philanthropic efforts. These committees meet monthly and include leadership to ensure that they are resourced accordingly and have accountability. Leadership and employee committees also help measure and oversee our ESG reporting on an annual basis.



RESPONSIBLE SUPPLY CHAIN

Ensuring a safe and compliant supply chain is our number one priority. Since our founding, we have worked to establish high standards of compliance and social responsibility in our supply chain.



Our Value Chain

BIG's supply chain remains global and complex. As such, BIG's operations are exposed to potential risks that come from sourcing globally, such as human rights issues, climate-related considerations, geopolitical risk, and the ongoing pandemic.

To counter these material risks across its value chain, we have taken proactive measures to build resiliency and transparency across its networks.

We continue to publicize our approach and commitments to ethics in supply chain management on our website. We have also taken additional measures to secure buy-in from our suppliers through self-assessments, training, and third party audits. In 2021, all of our vendors signed our Supplier Manufacturing Agreement which committed them to use efficient, fair, and ethical supply chain expertise with bi-annual scorecards, allowing us to identify the areas of needed improvements and wins.

In 2021, we also increased focus on sourcing, quality, and product development in order to expand supply chain knowledge through the lenses of the end-to-end process. With our new office based in Asia, established in 2021, we are closer to our partners in regards to ethical sourcing, quality, and manufacturing. We

continue to utilize our international vendors to source our 100% human hair and supporting accessories.

China and India remain our largest providers of human hair. However, we also source from Myanmar, Vietnam, Mongolia, and other Asian nations. Women voluntarily sell or donate their cut or thinned hair to local hair collectors or Indian temples, who transport the hair to manufacturers in China and Bangladesh. In these facilities, the hair is hand-sorted by length, cleaned, sewn together, dyed, and prepped for distribution.

After going through extensive preparation and quality assurance, the hair arrives at distribution facilities located in the U.S., U.K., Germany, and Australia, and is then sent to distributors, salons, and end-consumers in more than 165 countries. We continue to promote ethical and human rights standards throughout the entire sourcing and production process and strive to be the industry leader in encouraging fair and sustainable labor practices.

Our Vendor Approach

In 2021, we utilized our Vendor Scorecard to rate suppliers' performance across ESG topics, including safety, quality, and innovation.

These scorecards with 13 areas of criteria are reviewed on a quarterly basis by our Executive and Supply Chain teams to ensure there are no gaps in understanding of expectations and adherence to compliance. To facilitate improvement over time, we share scores with vendors and offer suggestions for improvement that cover topics such as fair wages, inventory management, quality, safety, financial solvency, hair collection, innovation, and resource conservation.

We also award "Preferred Supplier" status to suppliers that perform at a high level to help incentivize improvement. This status results in an increase in business opportunities around

new products and higher order volumes. To align with ethical purchasing practices, we maintain formal Supplier Manufacturing Agreements with all key partners that outline ESG and business obligations for our company and the vendor, including their subcontractors. These agreements aim to ensure mutual accountability and clarity around ESG topics.

BIG's supply chain leadership normally visits all key suppliers on a regular basis. In 2020 and 2021, due to COVID-19 travel restrictions, we maintained communication with suppliers through monthly video calls and local visits from representatives in our office in Asia.



Protecting Workers and Communities

As a member of the United Nations Global Compact, BIG is highly focused on ensuring all members of its supply chain are protected from human rights infractions. We developed the following in an effort to continue to push forward our commitment in this area:

- Implemented a rigorous code of conduct across all suppliers that protects against untimely payment of wages, coercion and debt bondage, slavery, child labor, restriction of workers' rights to collective bargaining, and illegal overtime
- Conducted annual audits that included labor factors to ensure that suppliers were meeting or exceeding the terms in our Code of Conduct

All suppliers must adhere to our Supplier Code of Conduct. Our Code of Conduct outlines expectations for labor standards, wage guidelines, freedom of association, health and safety, anti-corruption, environmental protection, business integrity, and compliance with local, national, and international laws. Workers must meet the minimum legal age requirement for employment, and any use of child labor, forced labor, or exploitation of minors is strictly prohibited.

We require factories to meet and comply with national labor provisions. Our suppliers must also maintain the required environmental permits and properly handle product and materials to ensure safety and reduce waste. Key vendors are regularly trained on the concepts of the Supplier Code by the Supply Chain Team. While we maintain vigilance in protecting all those who touch and produce our products, ensuring human rights remains the responsibility of governments. As such, BIG has

aligned with campaigns, such as the UN Global Compact, to hold governments more accountable for protecting the inherent rights of workers. We also regularly discuss how to manage the ongoing global supply chain crisis to pivot and adapt to the daily challenges facing brands.

Our Board of Directors discusses risk management, which includes emergency response preparedness and scenario planning. These active discussions have led to establishment of alternative shipping paths, adjusting delivery timelines, and communicating frequently with suppliers. Since the beginning of the COVID-19 pandemic, our leadership has navigated supply chain risks in a manner that allows our business to not merely continue its operations but to thrive.



OUR PEOPLE



BIG is a unique and empowering place to work, and our culture of teamwork and excellence permeates across all facets of the organization.

Our People

To realize its mission of delivering true beauty to the world, BIG takes a holistic and active approach to empowering its team members.

Whether it be through organized volunteering events, skills training, team calls, or one-to-one meetings, we aim to foster an internal culture built on kindness, supported development, and open communication. Team members are given opportunities to grow through BIG university, coaching, and mentorship. Recognizing that individuals benefit from more flexibility and remote-working alternatives, BIG provides team members with optionality when it comes to working from home or the office. We took these steps following the feedback of company members to help provide the best work-life balance possible.

We also focus on our team members by offering competitive health, vision, dental, life, and disability insurance policies as well as paid time off and a strong 401K company match. We believe that our company's success depends on the individual well being of our team members. To steward our business, we provide our people with the best-in-class benefits available in the market.



In 2021, we strengthened our RISE initiative across our entire organization, and it has become an efficient decision-enabler throughout all BIG brands. These principles allow BIG brands to flourish, despite macroeconomic uncertainty that creates potential barriers to achieving this success. Specifically, this framework allows leadership to pivot to address the evolving landscape of supply chain constraints, closures, and pressures. These changes, of course, are also influenced by our company's sustained commitment to ensure that topics such as worker rights and community engagement are treated with priority given the pressures experienced by marginalized communities during the pandemic.

R – Rethinking the Organization

Rethink our organizational structure, processes, and how we work to ensure that our work aligns with what is important to our customers.

I – Interconnectivity

Build relationships of trust by communicating effectively with team members, partners, and others so we can deliver true beauty.

S – Speed/Agility/Simplicity

Move at a sustainable speed while increasing our ability to make effective decisions quickly; simplify.

E – Adaptability

Evolve and adapt the organization by leveraging the changes that are taking place around us.



DIVERSITY, EQUITY, AND INCLUSION

As part of its commitment to deliver true beauty to the world, BIG is committed to making its teams, products, and operations inclusive. Beyond securing gender balance across our team, which is 66% female, we want to ensure that women are empowered to enter leadership positions. Thanks to our People Team's efforts, 45% of our senior leadership roles are held by women, which was an improvement of 12% from last year. Furthermore, 70% of our brands are led by women.

Team Members	2021 Headcount
Total	380
Number of full-time team members	367
Number of part-time team members	13

66%

Percentage of women in the company



45%

Percentage of women in senior leadership

(management roles through executive leadership)



Putting People First

To build on its Value of Recognizing the Value of People, BIG continues offering its core programs to all team members with an additional focus on ensuring that all feel welcomed and engaged.

These programs include:

- 360 degree reviews
- Leadership skill development for all managers
- Manager trainings
- Global professional development workshops
- Global HR forum
- Business acumen trainings
- Town halls

Throughout 2021, we have also continued our commitment to providing mental health resources and support for our team members, including subsidized professional counseling and information on stress management and wellbeing. We will continue to promote a holistic management approach to meeting the needs of our team members and empowering them to progress along their career paths.

Health and Safety

BIG is a non-industrial business, therefore our team members work in low-risk remote or onsite locations.

However, BIG treats health and safety concerns with the utmost seriousness. Our in-house operation sites are in Utah, Florida, California, New York, Australia, Canada, the United Kingdom, and Germany. We comply with all local, state, and national regulations and ensure through policies and codes of conduct that all workers enjoy safe and positive working environments.

Our Code of Conduct maintains clear expectations that all site managers and suppliers ensure that workers and managers receive training to prevent, detect, and remediate any health and safety risks. All sites and suppliers are audited annually with regards to health and safety priorities, including any additional risks posed by COVID-19. We will continue to monitor these issues diligently.



ENVIRONMENTAL IMPACT

As a leading hair extension provider across the globe, we recognize our opportunity to make a positive impact on the environment.

Environmental Impact

Environmental sustainability remains a growing priority for BIG across all of its brands. Climate change directly impacts our business through risks to our supply chain and communities of operation.

We are also committed to constantly improving our approach to environmental stewardship through reductions, offsetting, and community engagement. In 2021, we partnered with an NGO that uses remnant inventory in the form of hair extension products to clean up oil spills.

Since beginning to track our environmental impacts last year, we have continued to work to measure, reduce, and offset meaningful portions of our emissions. While shipping and logistics issues have hampered aspects of our reductions, the brand as a whole has leaned into reducing its waste and electricity.

Energy Usage

Electricity Consumption	481,639 Kilowatt Hours
Natural Gas Consumption	1,279 Decatherms

One area of particular success in 2021 was waste management. We were able to enhance our recycling programs and decrease the amount of packaging, resulting in a **45% reduction in total packaging waste** across all of our brands. Roughly half of the waste we did produce was recycled. BIG will continue to reduce its packaging wherever possible, while working to transition to sustainable materials.

Waste Reduction (All Locations)

Total Waste in 2021	3,361 Cubic Yards
Waste Recycled	1,502 Cubic Yards
Waste Sent to Landfill	1,859 Cubic Yards
Total Waste in 2020	7,407 Cubic Yards
Percent Reduction Year-Over-Year	45%

Our company is committed to halting deforestation and supporting reforestation projects, so we have partnered with Saving Nature to help offset our carbon footprint. Together, we have helped finance reforestation projects in the Amazon.

As we continue to grow, we will expand our measurement program across different scopes of our business to take increased responsibility for our footprint and impacts upon the planet. We will also continue our engagement with beyond-measurement stakeholders, such as offset partners and oil spill cleanup organizations.



Program Spotlight: Matter of Trust

In 2021, BIG began donating its unused hair products to Matter of Trust.

Given its properties, hair remains one of the most effective ways of cleaning up oil spills. Matter of Trust's mission is to help clean polluted water, to divert useful fibers from the waste stream, to provide recycling education, and create green jobs. The programs utilize BIG products, which then become the basis of felted mats that soak up petrochemicals from our shared waterways. To date, our brands have donated enough hair to soak up more than **524 lbs of oil**.



GIVING AND COMMUNITY



BIG is in the business of making the world a more beautiful place. Giving is part of our company DNA — since our founding, we have focused on creating a positive impact along our entire value chain.

BIG's Giving and Community

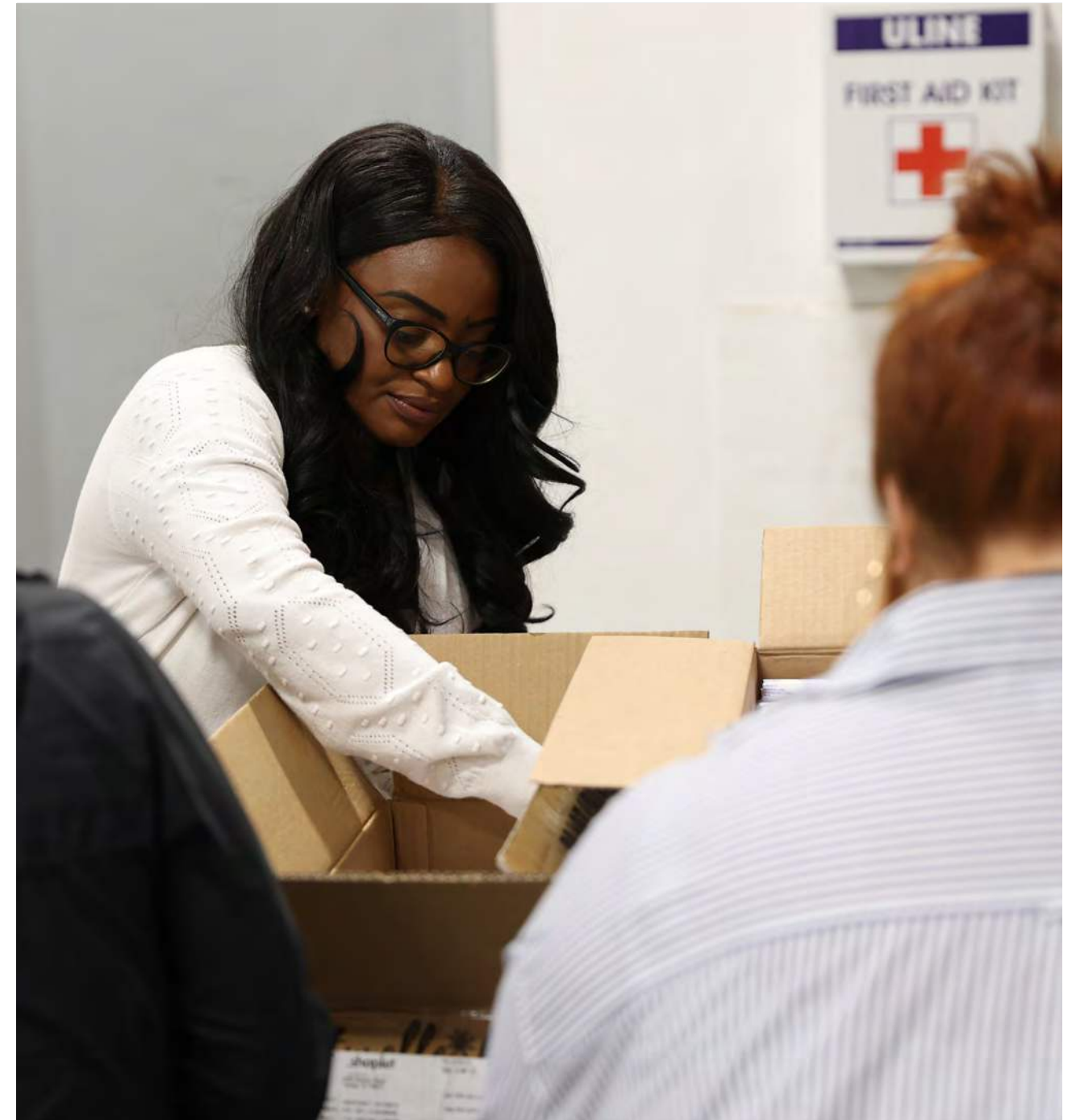
In 2021, BIG continued its corporate philanthropy program. The program includes but distinguishes between major and community grants.

To ensure that we invest in development methodologies that will advance our guiding SDGs (SDG 4: Quality Education, SDG 5: Gender Equality, and SDG 6: Climate Action), we worked with an outside consultant to identify, vet, and communicate with exceptional organizations serving communities. Community grants are awarded at the discretion of BIG's Giving Committee. By establishing an employee-led and leadership-supported committee, we have

democratized our giving in ways that empower brands and team members to take ownership of community improvement efforts. Our expanded giving allows us to support manifold efforts that include providing children in India with online learning opportunities during the pandemic, donating hair to assist an organization to clean up oil spills, and volunteering in numerous communities.

BRAND COMMUNITY - GIVING HIGHLIGHTS

Forever Young Foundation	\$40,000
Educate Girls	\$35,000
Hearts for India	\$17,500
Saving Nature	\$17,500
Causes Important to BIG Brands	\$23,000
TOTAL	\$133,000



Spotlight: Educate Girls India

As part of its promise to invest in the communities in which it operates, BIG onboarded a new major grantee in 2021. Educate Girls is a nonprofit organization focused on education for girls and women and lifesaving support throughout COVID-19. BIG's grant went to supporting hard-hit regions of India that experienced devastating effects due to the pandemic.

Just when we thought that things were about to go back to normal, India was hit by a severe second wave of Covid-19 at the tail end of February 2021. The following period was marked by a sharp increase in positive cases, leading to lockdowns in parts of the country. The communities we work with were severely affected as well—with difficulty in accessing their basic rights to food, shelter, and medical support. Even in the face of rising cases, the Educate Girls team was undeterred with the help of supporters like BIG.

We were able to deliver direct humanitarian response to over 100,000 families, thereby benefiting over 500,000 individuals across our program geographies. Our field teams were instrumental in helping us bridge the gap

induced by the lockdown. They reached out to close to 400,000 community members and connected them to Social Security Schemes.

Once the severity of the cases reduced and the lockdown was lifted in June 2021, our teams dove in to deliver our program on the ground with a hyper-local focus. Our teams continue to trek ahead with providing educational support to girls as our primary focus in all that we do. To mitigate loss of learning due to the continued school closures, the organization proceeded with community-based learning via Camp Vidya. They rolled out 4,500+ camps that benefitted 90,000+ children with BIG's help.



Spotlight: Forever Young Foundation

BIG's longest standing impact partner remains the Forever Young Foundation. Founded in 1993 by NFL Hall of Famer Steve Young, Forever Young Foundation is a nonprofit 501(c)(3) organization focused on passing on hope and resources for the development, strength, and education of children.

The foundation serves children facing significant physical, emotional, and financial challenges by providing them with academic, athletic, and therapeutic opportunities. Forever Young Foundation primarily focuses its efforts in Northern California, Arizona, Utah, and Africa— however, increased demand for their initiatives has led to additional growth throughout the United States. To support efforts to combat the pandemic's disruption of education, especially within marginalized communities, BIG supported Forever Young's adaptive initiative to help provide all children with online education access in 2021.



ABOUT THIS REPORT

This report covers key ESG highlights and initiatives for 2021 and references the GRI Standards. The data contained in this report was collected from BIG corporate operations and covers the time period from January 1, 2021 through December 31, 2021, unless otherwise noted. BIG publishes an ESG report annually. We welcome your feedback about this report. Please direct your comments or questions to esg@beautyindustrygroup.com.



GRI Content Index

General Disclosures

GRI Standard	Disclosure	Location/Direct Answer
ORGANIZATIONAL PROFILE		
GRI 102: General Disclosures	102-1 Name of the organization	Beauty Industry Group (BIG)
	102-2 Activities, brands, products, and services	BIG Snapshot
	102-3 Location of headquarters	Salt Lake City, Utah
	102-4 Location of operations	BIG Snapshot
	102-5 Ownership and legal form	BIG Snapshot
	102-6 Markets served	BIG Snapshot
	102-7 Scale of the organization	BIG Snapshot
	102-8 Information on employees and other workers	BIG Snapshot , Our People
	102-9 Supply chain	About BIG , Responsible Supply Chain
STRATEGY		
GRI 102: General Disclosures	102-14 Statement from senior decision-maker	CEO Message
	102-15 Key impacts, risks, and opportunities	About BIG , CEO Message

GRI Standard	Disclosure	Location/Direct Answer
ETHICS AND INTEGRITY		
GRI 102: General Disclosures	102-16 Values, principles, standards, and norms of behavior	Our Mission and Values
	102-17 Mechanisms for advice and concerns about ethics	Corporate Governance
GOVERNANCE		
GRI 102: General Disclosures	102-18 Governance structure	Corporate Governance
STAKEHOLDER ENGAGEMENT		
	102-44 Key topics and concerns raised	Our Material Topics
REPORTING PRACTICE		
	102-47 List of material topics	Our Material Topics
	102-48 Restatements of information	We have not made any restatements of information in this report

General Disclosures (Continued)

GRI Standard	Disclosure	Location/Direct Answer
GRI 102: General Disclosures	102-49 Changes in reporting	No material difference
	102-50 Reporting period	January 1, 2021 through December 31, 2021, unless otherwise indicated
	102-51 Date of most recent report	August 2022
	102-52 Reporting cycle	About This Report
	102-53 Contact point for questions regarding the report	About This Report
	102-54 Claims of reporting in accordance with the GRI Standards	This report references the GRI Standards
	102-56 External assurance	This report has not been externally assured

Specific Standard Disclosures

GRI Standard	Disclosure	Location/Direct Answer
Economic Topics		
PROCUREMENT PRACTICES		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	Responsible Supply Chain
	103-2 The management approach and its components	Responsible Supply Chain
	103-3 Evaluation of the management approach	Responsible Supply Chain
Environmental Topics		
ENERGY		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	Environmental Impact
	103-2 The management approach and its components	Environmental Impact
	103-3 Evaluation of the management approach	Environmental Impact
GRI 302: Energy	302-1 Energy consumption within the organization	Environmental Impact

Specific Standard Disclosures (Continued)

GRI Standard	Disclosure	Location/Direct Answer
EMISSIONS		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	Environmental Impact
	103-2 The management approach and its components	Environmental Impact
	103-3 Evaluation of the management approach	Environmental Impact
GRI 305: Emissions	305-1 Direct (Scope 1) GHG emissions	Environmental Impact
	305-2 Energy indirect (Scope 2) GHG emissions	Environmental Impact
	305-3 Other indirect (Scope 3) GHG emissions	Environmental Impact
EFFLUENTS AND WASTE		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	Environmental Impact
	103-2 The management approach and its components	Environmental Impact
	103-3 Evaluation of the management approach	Environmental Impact

GRI Standard	Disclosure	Location/Direct Answer
GRI 306: Waste	306-1 Waste generation and significant waste-related impacts	Environmental Impact
	306-2 Management of significant waste-related impacts	Environmental Impact
Social Topics		
EMPLOYMENT		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	Our People
	103-2 The management approach and its components	Our People
	103-3 Evaluation of the management approach	Our People
GRI 401: Employment	401-1 New employee hires and employee turnover	Our People
DIVERSITY AND EQUAL OPPORTUNITY		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	Our People – Diversity and Inclusion
	103-2 The management approach and its components	Our People – Diversity and Inclusion
	103-3 Evaluation of the management approach	Our People – Diversity and Inclusion

Specific Standard Disclosures (Continued)

GRI Standard	Disclosure	Location/Direct Answer
GRI 405: Diversity and Equal Opportunity	405-1 Diversity of governance bodies and employees	Our People – Diversity and Inclusion
LOCAL COMMUNITIES		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	Giving and Community
	103-2 The management approach and its components	Giving and Community
	103-3 Evaluation of the management approach	Giving and Community
SUPPLIER SOCIAL ASSESSMENT		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	Our Material Topics
	103-2 The management approach and its components	Responsible Supply Chain
	103-3 Evaluation of the management approach	Responsible Supply Chain
GRI 414: Supplier Social Assessment	414-2 Negative social impacts in the supply chain and actions taken	Responsible Supply Chain

