

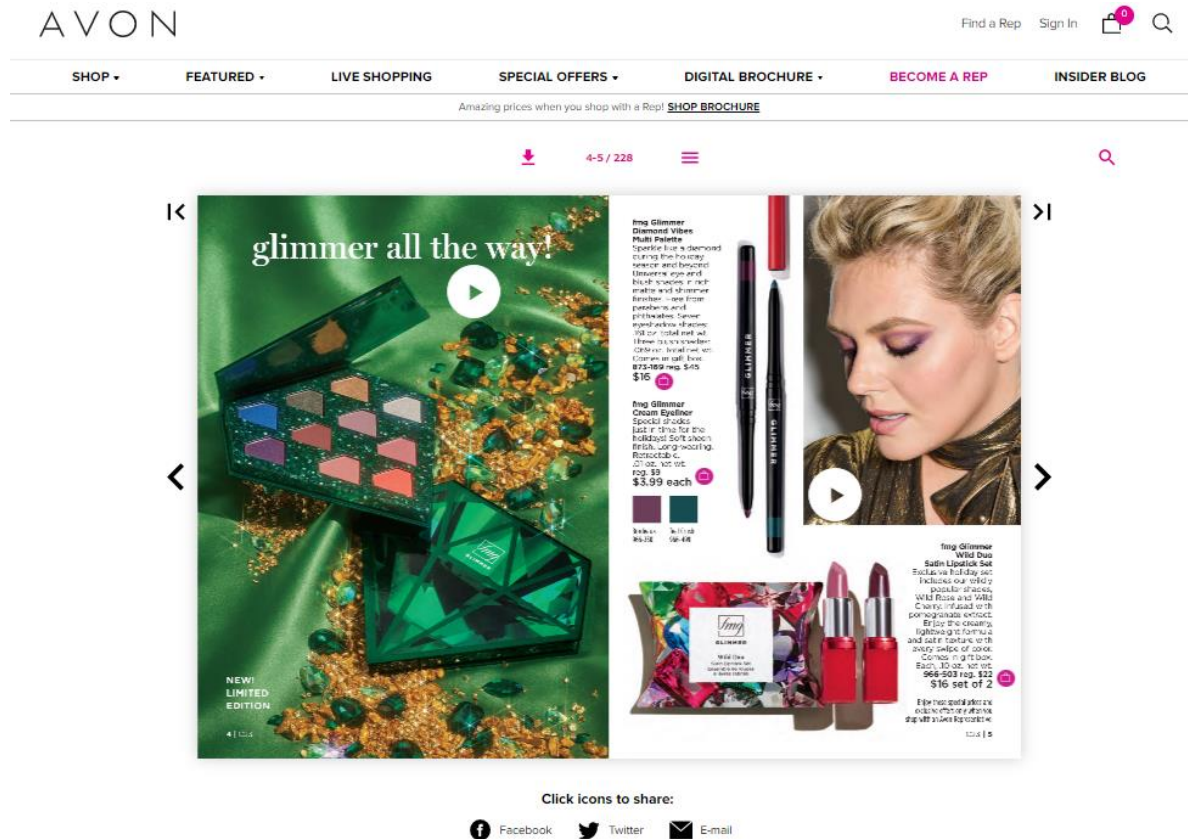
A close-up, high-resolution photograph of a woman's face, focusing on her eyes, nose, and lips. Her eyes are looking slightly to the right. A hand is visible in the foreground, with fingers near her eye, suggesting she is applying makeup or adjusting her hair. The lighting is soft and natural, highlighting the texture of her skin and the details of her features.

Digital Brochure
June 8 – October 11, 2022

October 20, 2022

AVON

Digital Brochure – Overview



- Avon introduced a new digital brochure which launched on June 8, 2022
- It's an exact replica of the print vehicle page by page for ease of use however there are interactive elements
- Customizable and shareable
- Key features include being able to directly click to shop, flippable pages, AR features such as Virtual Try-On, video content, ability to search

Link to Digital Brochure:

<https://www.avon.com/brochure>

Digital Brochure – Summary YTD

June 8 – October 11, 2022

- **Over 1.1M users** visited the new digital brochure thus far
- **12% of users** added to bag in the digital brochure and checked out
- **\$18M Attributed gross revenue** from users who visited the digital brochure

KPI's to Note:

Representative CVR: Digital Brochure visits are driving 4 times the cvr of a website visit

Attached Customer CVR: Digital Brochure visits are driving 3 times the cvr of a website visit

New! Digital Brochure

Shoppable, browsable, virtual try-ons and more!



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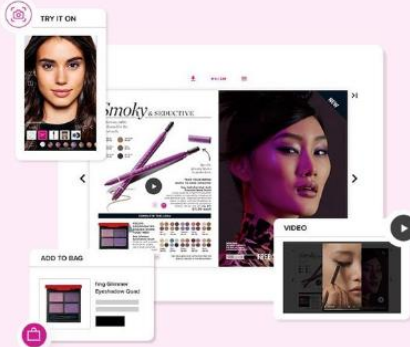
Digital Brochure – Facebook sightings

AVON Avon USA Representatives
8 June at 09:30 · 🌐

The New Shoppable Digital Brochure is back (& better)! We heard you & brought the print brochure to life in a new, simple, shareable & shoppable digital format! Shopping has never been easier!
Check it out here: <https://www.avon.com/brochure>

New Shoppable Digital Brochure is Available Now!

Just flip the pages for easy browsing, shopping, virtual try-ons and more. Sharing just got easier!



👍❤️ 94 35 comments 60 shares

- Like Reply 1 d
- Earlene Hall**
The other love of my life stoppable digital brochure :-))
- Like Reply 6 d
- Marge Rowbottom**
Great news. Was hoping this needed feature was coming back.
- Like Reply 6 d
- 👑 Top fan
Suzu Ishmael
Thank you #Avon can't wait to share 🙌
- Like Reply 6 d
- Jeanae Jones**
Thank you! My customers will love this!
- Like Reply 6 d
- Cathleen Puckett**
So easy to navigate through.
- Like Reply 1 w
- AVON Author
Avon USA Representatives
Thank you for your feedback, Cathleen! 🙌
- Like Reply 1 w
- Cathleen Puckett**
Avon USA Representatives , no, thank you, this was a massive fix. Our customers will love how easy this is
- Like Reply 1 w

- Like Reply 6 d
- Andrea Winnig**
Thank you, Avon USA Representatives!! It's wonderful! So easy to use and the What's New and Good Buys too!! Love it!! ❤️
- Like Reply 6 d
- AVON Author
Avon USA Representatives
👍🙌
- Like Reply 6 d
- Cathy Elmore**
Thank you Avon 🙌
- Like Reply 1 w
- Cheryl K. Pickett**
Thank you Avon !! 🙌
- Like Reply 1 w
- AVON Author
Avon USA Representatives
👍🙌🙌
- Like Reply 1 w
- 👑 Top fan
Victoria Renehan
Thank you Avon 🙌❤️
- Like Reply 6 d
- AVON Author
Avon USA Representatives
🙌❤️
- Like Reply 6 d
- 👑 Top fan
Dana VanHorn
AWESOME!! MUCH BETTER!!!
- Like Reply 1 w