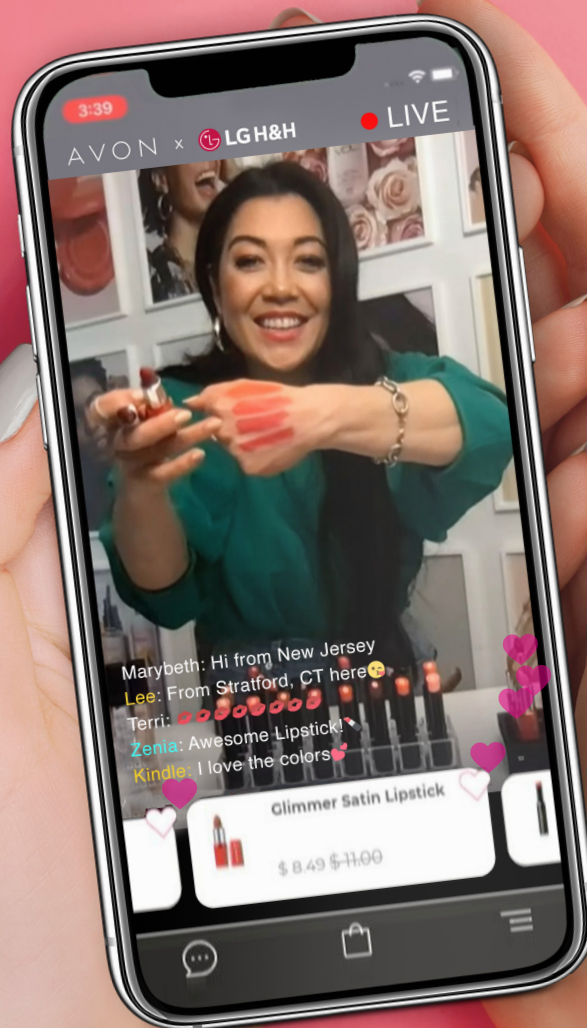


Connect, Interact, & Shop Live!

In March 2021, Avon was one of the first beauty brands to launch a new **interactive Live Shopping** platform, Avon Live Shopping. With the reality of the pandemic and a pressing need to connect digitally like never before, Avon's *watch and shop* experience allowed the community to connect, be entertained, interact with a host, engage with our products, win giveaways and more. This digital shopping space is still in its infancy phase in North America compared to Asia, and is something you do not get from traditional ecommerce.



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Tune in, Anywhere, Anytime

This new platform allows customers to connect, interact and shop from the comfort of their home and mobile device. It also provides Avon Representatives with a new tool (in addition to the Brochure and their online store) to engage their customers and earn sales.

Avon Live Shopping has become a whole new revenue stream for Avon and our Representatives. Its success is gauged by several metrics: the number of RSVP's for the show, the actual number of viewers, how long viewers watch the show, the amount of clicks per product and overall sales. In addition, how many special offers are redeemed and how many customers are shopping live and on replay are looked at.

Success of the program is also measured through Representatives. They embraced learning how to use and promote the tool, and in fact, are requesting more shows on more topics. As always, Avon continues to support Representatives by advising customers to shop with a Representative—as they can only access special offers if they do so—including with the Avon Live Shopping segments.

Avon is proud to be at the forefront of this new technology and to be featured in publications like Forbes and Glossy. Looking forward, we will be offering shows more regularly, so Representatives can find the perfect shows to promote to their customers, customizing their experiences and meeting their needs.

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