

Sally Beauty Holdings, Inc. Makes Senior Leadership Team Appointments

Nov 17, 2020

DENTON, Texas--(BUSINESS WIRE)-- Sally Beauty Holdings, Inc. (NYSE: SBH) ("the Company") today announced a number of senior leadership team appointments in the areas of Finance, Operations and Information Technology, consistent with the Company's prior succession planning. The Company also announced that Aaron Alt, Chief Financial Officer and President of Sally Beauty Supply, will be leaving the company, effective November 27, 2020, in order to pursue other opportunities. As discussed on the Company's November 12, 2020 earnings call, the Company remains on track with its transformation plan.

Senior Leadership Appointments

- Marlo Cormier has been appointed as Chief Financial Officer. Ms. Cormier has been the Senior Vice President of Finance and Chief Accounting Officer since joining the Company in April 2020.

Prior to joining the Company, Ms. Cormier was the Senior Vice President, Corporate Finance and Chief Accounting Officer at Fossil Group, Inc. from 2013 to 2020 where her responsibilities included General Accounting, SEC Reporting, Financial Planning and Analysis, Tax and Treasury. Prior to Fossil Group, Ms. Cormier served in various executive roles at Callaway Golf from 2001 to 2013, including Vice President and Chief Accounting Officer. Ms. Cormier has a Bachelor's degree in Business Administration from Oregon State University and is a Certified Public Accountant with seven years of experience with Deloitte where she held the position of Manager of Accounting and Audit Services.

- John Goss has been appointed as Senior Vice President and President of Sally Beauty Supply.

Mr. Goss brings over 30 years of retail experience to the role, having most recently served as Group Vice President and Head of Stores and Operations for Sally Beauty Supply. His responsibilities included leading over 2,900 retail stores and supporting the operations team, and most recently he led the deployment of Ship-From-Store (SFS) and Buy Online/Pickup in Store (BOPIS) across the Sally Beauty store network. Prior to joining the Company in 2016, Mr. Goss served consecutively as Vice President of Operations and then Vice President of Transformation Management Office for Signet Jewelers. Mr. Goss has held various leadership roles at Zales Jeweler, T-Mobile, Gap Inc., and L Brands throughout his career. Mr. Goss holds a Bachelor's degree in Business Management from The University of Phoenix.

- Mary Beth Edwards has been appointed as Senior Vice President, Chief Information Officer and Chief Transformation Officer.

Previously, Ms. Edwards served as Group Vice President, Global Sourcing of Sally Beauty Holdings since April 2019. Prior to joining the Company, Ms. Edwards was Vice President of Global Operations at Arrow Electronics from 2015 to 2019 and Vice President, Operations ECS, Arrow Electronics from 2009 to 2015. Ms. Edwards is a combat veteran officer of the U.S. Army and holds a Bachelor of Arts from Temple University.

"Today's changes reflect both the depth of our team as well as the strength of our succession planning process," said Chris Brickman, president and chief executive officer. "Marlo brings extensive financial experience and leadership to the Company and John has a proven track record of retail leadership where he has delivered sales and profitable growth coupled with excellent transformational execution. In addition, Mary Beth has proven to be a great asset to the Company with her outstanding leadership of our transformation and key technology initiatives. Finally, we would like to thank Aaron for his many contributions to our aggressive transformation plan." Mr. Alt added, "I'm proud of what we have accomplished with our transformation investments over the last few years, and I wish Chris and the team success."

About Sally Beauty Holdings, Inc.

Sally Beauty Holdings, Inc. (NYSE: SBH) is an international specialty retailer and distributor of professional beauty supplies with revenues of approximately \$3.5 billion annually. Through the Sally Beauty Supply and Beauty Systems Group businesses, the Company sells and distributes through 5,038 stores, including 143 franchised units, and has operations throughout the United States, Puerto Rico, Canada, Mexico, Chile, Peru, the United Kingdom, Ireland, Belgium, France, the Netherlands, Spain and Germany. On average, Sally Beauty Supply stores offer about 8,000 products for hair color, hair care, skin care, and nails through proprietary brands such as Ion[®], Generic Value Products[®], Beyond the Zone[®] and Silk Elements[®] as well as professional lines such as Wella[®], Clairol[®], OPI[®], Conair[®] and Hot Shot Tools[®]. On average, Beauty Systems Group stores, branded as Cosmo Prof or Armstrong McCall stores, along with its outside sales consultants, sell about 10,500 professionally branded products including Paul Mitchell[®], Wella[®], Matrix[®], Schwarzkopf[®], Kenra[®], Goldwell[®], Joico[®] and CHI[®], intended for use in salons and for resale by salons to retail consumers. For more information about Sally Beauty Holdings, Inc., please visit sallybeautyholdings.com.

Cautionary Notice Regarding Forward-Looking Statements

Statements in this news release and the schedules hereto which are not purely historical facts or which depend upon future events may be forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements, as that term is defined in the Private Securities Litigation Reform Act of 1995, can be identified by the use of forward-looking terminology such as "believes," "projects," "expects," "can," "may," "estimates," "should," "plans," "targets," "intends," "could," "will," "would," "anticipates," "potential," "confident," "optimistic," or the negative thereof, or other variations thereon, or comparable terminology, or by discussions of strategy, objectives, estimates, expectations and future plans. Forward-looking statements can also be identified by the fact these statements do not relate strictly to historical or current matters.

Readers are cautioned not to place undue reliance on forward-looking statements as such statements speak only as of the date they were made. Any forward-looking statements involve risks and uncertainties that could cause actual events or results to differ materially from the events or results described in the forward-looking statements, including, but not limited to, the risks and uncertainties related to COVID-19 and those described in our filings with the Securities and Exchange Commission, including our most recent Annual Report on Form 10-K for the year ended September 30, 2019, our Quarterly Report on Form 10-Q for the quarter ended June 30, 2020, and our Current Report on Form 8-K dated as of July 30, 2020, each as filed with the Securities and Exchange Commission. Consequently, all forward-looking statements in this release are qualified by the factors, risks and uncertainties contained therein. We assume no obligation to publicly update or revise any forward-looking statements.

Investor Relations

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Source: Sally Beauty Holdings, Inc.

