

**Amended and Restated Charter
of the Audit Committee of the
Board of Directors of
Sally Beauty Holdings, Inc.**

As Amended and Restated by the
Board of Directors
January 24, 2024

This Charter sets forth, among other things, the purpose, membership and duties and responsibilities of the Audit Committee (the “Committee”) of the Board of Directors (the “Board”) of Sally Beauty Holdings, Inc. (the “Corporation”).

1. Purpose

The purposes of the Committee are: (a) to assist the Board in overseeing (i) the quality and integrity of the Corporation’s financial statements, (ii) the qualifications and independence of the Corporation’s independent auditor, (iii) the performance of the Corporation’s internal audit function and independent auditor, (iv) the Corporation’s compliance with legal and regulatory requirements, and (v) the information technology function of the Corporation; (b) to prepare the report of the Committee required to be included in the Corporation’s annual proxy statement under the rules of the U.S. Securities and Exchange Commission (the “SEC”); and (c) to provide the Board with assistance in (i) satisfying its fiduciary responsibilities relating to the financing strategy, financial policies and financial condition of the Corporation and (ii) providing oversight and engaging management and the Board in the identification and evaluation of the Corporation’s principal strategic, operational, compliance, and fraud risks.

2. Membership

The Committee shall consist of at least three members appointed by the Board. Members of the Committee shall be appointed for one-year terms and serve at the pleasure of the Board and for such term or terms as the Board may determine. If any vacancy shall occur in the Committee, by reason of disqualification, death, resignation, removal or otherwise, the remaining members (and any alternate members) of the Committee shall continue to act, and any such vacancy may be filled by the Board.

Each member of the Committee shall satisfy the independence requirements relating to directors and audit committee members (a) of the New York Stock Exchange and (b) under Section 10A(m) of the Securities Exchange Act of 1934 (the “Exchange Act”) and any related rules and regulations promulgated thereunder by the SEC.

No director may serve as a member of the Committee if such director serves on the audit committee of more than two other public companies, unless the Board determines that such simultaneous service would not impair the ability of such director to effectively serve on the Committee.

Each member of the Committee shall be financially literate, as such qualification is interpreted by the Board in its business judgment, or must become financially literate within a

reasonable period of time after appointment to the Committee. At least one member of the Committee shall qualify as an audit committee financial expert (as defined in Item 407(d)(5)(ii) of Regulation S-K), as such qualification is interpreted by the Board in its business judgment.

3. Structure and Operations

The Board shall designate one member of the Committee as its chairperson. The presence of members constituting a majority of the total authorized membership of the Committee shall constitute a quorum for the transaction of business. The affirmative vote of a majority of the members of the Committee participating in any meeting of the Committee at which a quorum is necessary for the adoption of any resolution. In the event the number of Committee members voting in favor of a proposal and the number of Committee members voting against such proposal are equal, the Committee shall discuss with the full Board of Directors the appropriate method of resolution. The Committee may create one or more subcommittees and may delegate, in its discretion, all or a portion of its duties and responsibilities to such subcommittee. The Committee may delegate to one or more designated members of the Committee the authority to grant pre-approvals of audit and non-audit services pursuant to Section 10A(i)(3) of the Exchange Act and any related rules promulgated thereunder by the SEC, which pre-approvals shall be presented to the full Committee at the next scheduled meeting.

The Committee shall have a regularly scheduled meeting at least once every fiscal quarter, at such times and places as shall be determined by the Committee chairperson, and may have such additional meetings as the Committee chairperson or a majority of the Committee's members deem necessary or desirable. The Committee may request (a) any officer or employee of the Corporation, (b) the Corporation's outside counsel or (c) the Corporation's independent auditor to attend any meeting (or portions thereof) of the Committee, or to meet with any members of or consultants to the Committee, and to provide such information as the Committee deems necessary or desirable.

The Committee shall meet separately, at least once every fiscal quarter, with management, with the Corporation's internal auditors (or other personnel responsible for the Corporation's internal audit function) and with the independent auditor.

Members of the Committee may participate in a meeting of the Committee by means of conference call or similar communications arrangements by means of which all persons participating in the meeting can hear each other.

4. Duties and Responsibilities

The Committee's duties and responsibilities shall include each of the items enumerated in this Section 4 and such other matters as may from time to time be delegated to the Committee by the Board.

Reports to Board; Review of Committee Performance and Charter

(a) The Committee shall report regularly to the Board and review with the Board any issues that arise with respect to:

- (i) the quality or integrity of the Corporation's financial statements, including oversight responsibility for management's design, implementation, and effectiveness of internal controls;
- (ii) the performance and independence of the Corporation's independent auditor;
- (iii) the performance of the Corporation's internal audit function; and
- (iv) the Corporation's compliance with legal and regulatory requirements.

(b) The Committee shall undertake and review with the Board an annual performance evaluation of the Committee, which shall compare the performance of the Committee with the requirements of this Charter and set forth the goals and objectives of the Committee for the upcoming year. The performance evaluation by the Committee shall be conducted in such manner as the Committee deems appropriate. The report to the Board may take the form of an oral report by the chairperson of the Committee or any other member of the Committee designated by the Committee to make this report.

(c) The Committee shall review and re-assess annually the adequacy of this Charter and recommend any proposed changes to the Board for approval.

The Corporation's Relationship with the Independent Auditor

(d) The Committee shall have the sole and direct responsibility and authority for the appointment, compensation, retention and oversight of the work of each independent auditor engaged by the Corporation for the purpose of preparing or issuing an audit report or related work or performing other audit, review or attest services for the Corporation, and each such independent auditor shall report directly to the Committee. The Committee shall be responsible for resolving disagreements between management and each such independent auditor regarding financial reporting. The Committee shall have the responsibility and authority to (i) approve, in advance of the provision thereof, all audit services and, subject to the de minimis exception of Section 10A(i) of the Exchange Act and the SEC rules promulgated thereunder, all permitted non-audit services to be provided to the Corporation by any such independent auditor and (ii) establish policies and procedures for the Committee's pre-approval of permitted services by the Corporation's independent auditor (or other registered public accounting firm) on an on-going basis. The Committee shall have the sole authority to approve any compensation payable by the Corporation for any approved audit or non-audit services to any such independent auditor, including the fees, terms and conditions for the performance of such services.

- (e) The Committee shall, at least annually:
- (i) obtain a written report by the independent auditor describing, to the extent permitted under applicable auditing standards:
 - (A) the independent auditor's internal quality-control procedures;
 - (B) any material issues raised by the most recent quality control review, or peer review, of the independent auditor, or by any inquiry or

investigation by governmental or professional authorities, within the preceding five years, respecting one or more independent audits carried out by the independent auditor, and any steps taken to deal with any such issues; and

(C) all relationships between the independent auditor and the Corporation or any of its subsidiaries; and

(ii) review and discuss with the independent auditor the foregoing report and the independent auditor's work throughout the year and evaluate the independent auditor's qualifications, performance and independence, including a review and evaluation of the lead partner on the independent auditor's engagement with the Corporation, the required periodic rotation of the lead partner, and present its conclusions to the Board and, if so determined by the Committee, recommend that the Board take additional action to satisfy itself of the qualifications, performance and independence of the independent auditor.

(f) The Committee shall, at least annually, discuss with the independent auditor, out of the presence of management if deemed appropriate:

(i) the matters required to be discussed by Statement on Auditing Standards 61, as it may be modified or supplemented, relating to the conduct of the audit;

(ii) the audit process, including, without limitation, any problems or difficulties encountered in the course of the performance of the audit, including any restrictions on the independent auditor's activities or access to requested information imposed by management, and management's response thereto, and any significant disagreements with management; and

(iii) the Corporation's internal controls and the responsibilities, budget and staffing of the Corporation's internal audit function, including any "management" or "internal control" letter issued or proposed to be issued by such auditor to the Corporation.

(g) The Committee shall establish policies for the Corporation's hiring of employees or former employees of the independent auditor.

(h) The Committee shall review, and discuss as appropriate with management, the internal auditors and the independent auditor, the report of the independent auditor required by Section 10A(k) of the Exchange Act.

Financial Reporting and Disclosure Matters

(i) The Committee shall meet to review and discuss the Corporation's annual audited financial statements and quarterly financial statements with management and the independent auditor, including the Corporation's disclosures under "Management's Discussion and Analysis

of Financial Condition and Results of Operations” and the results of the independent auditor’s reviews of the quarterly financial statements.

(j) The Committee shall review and discuss with management and the independent auditor:

- (i) prior to the annual audit, the scope, planning and staffing of the annual audit;
- (ii) any significant deficiencies in the design or operation of internal controls or material weakness therein, and any fraud, whether or not material, that involves management or other employees who have a significant role in the Corporation’s internal controls;
- (iii) significant issues regarding accounting and auditing principles and practices and financial statement presentations, including all critical accounting policies and estimates, any significant changes in the Corporation’s selection or application of accounting principles, any significant issues as to the adequacy of the Corporation’s internal controls, any significant changes in internal controls, and any special audit steps adopted in light of material control deficiencies;
- (iv) analyses prepared by management and/or the independent auditor setting forth significant financial reporting issues and judgments made in connection with the preparation of the financial statements, including analyses of the effects of alternative GAAP methods on the financial statements;
- (v) the effect of regulatory and accounting initiatives, as well as off- balance sheet structures, on the financial statements;
- (vi) the Corporation’s positions with respect to income and other tax obligations, and review periodic updates from management with respect to tax compliance matters
- (vii) any significant changes to the Corporation’s auditing and accounting principles and practices suggested by the independent auditor, internal audit personnel or management; and
- (viii) management’s internal control report prepared in accordance with rules promulgated by the SEC pursuant to Section 404 of the Sarbanes-Oxley Act.

(k) The Committee shall recommend to the Board whether the annual audited financial statements should be included in the Corporation’s Form 10-K.

(l) The Committee shall review and discuss with management the Corporation’s practices regarding earnings press releases and the provision of financial information and earnings guidance by management to analysts and ratings agencies.

(m) The Committee shall periodically review and discuss with management the Corporation's guidelines and policies with respect to the process by which the Corporation undertakes risk assessment and risk management, including discussion of the Corporation's major financial risk exposures and the steps management has taken to monitor and control such exposures.

(n) The Committee shall review and discuss with the CEO and CFO the procedures undertaken in connection with the CEO and CFO certifications for Form 10-Ks and Form 10-Qs, including their evaluation of the Corporation's disclosure controls and procedures and internal controls.

(o) The Committee shall annually obtain from the independent auditor assurance that the audit was conducted in a manner consistent with Section 10A of the Exchange Act.

Internal Audit and Compliance Matters

(p) The Committee shall review the appointment and termination of senior internal audit personnel, approve the compensation of the head of internal audit, and review all significant reports to management prepared by internal audit personnel, and management's responses.

(q) The Committee shall review and discuss with senior internal audit personnel the approach to risk assessment in the development of the annual audit plan, including risk of fraud, and the commitment of internal audit resources to audit the Corporation's guidelines, policies and procedures to mitigate identified risks.

(r) The Committee shall establish and maintain procedures for:

- (i) the receipt, retention, and treatment of complaints received by the Corporation regarding accounting, internal accounting controls, or auditing matters; and
- (ii) the confidential, anonymous submission by employees of the Corporation of concerns regarding questionable accounting or auditing matters.

(s) The Committee shall review with management and the independent auditor any correspondence with regulators or governmental agencies and any employee complaints or published reports that raise material issues regarding the Corporation's financial statements or accounting policies. The Committee shall consider questions of possible conflicts of interest or issues related to the corporation's Code of Business Conduct and Ethics that relate to members of the Board or the Corporation's executive officers.

(t) The Committee shall review with the Corporation's general counsel any legal matters that may have a material impact on the financial statements or the compliance policies of the Corporation and its subsidiaries, and any material reports or inquiries received by the Corporation or any of its subsidiaries from regulators or governmental agencies.

Financial strategy, policy and condition of the Corporation

(u) The Committee shall review and recommend to the Board financial policies and performance objectives as developed by management pertaining to: earnings growth and return on equity; debt ratio, coverage, cash flow and credit rating; dividend policy; investment criteria, including capital investment hurdle rates; and financial risk management strategies, including the use of derivatives.

(v) The Committee shall review changes to the capital structure of the Corporation, including: timing and maturities of debt, terms of interest rates; and considerations on common stock sales, repurchases or splits as appropriate and any changes in dividends.

(w) The Committee shall review annually the business plan from the perspective of funds flow, capital spending and financing requirements.

(x) The Committee shall review the adequacy of insurance coverage on the Corporation's assets.

(y) The Committee shall review and evaluate consummated acquisitions, joint ventures, partnerships, strategic investments, significant capital spending projects or similar initiatives, in each case, of the Corporation or any of its subsidiaries. In addition:

- a. The Committee shall have the responsibility and authority to review and make a recommendation to the Board, in advance thereof, any capital spending project of the Corporation or any of its subsidiaries, if the capital spend causes the Board approved annual capital plan to be exceeded by more than 5%; and
- b. The Committee shall have the responsibility and authority to review and approve, in advance thereof, any commitment in respect of any acquisition, joint venture, partnership, strategic investment, disposition or similar initiative by the Corporation or any of its subsidiaries in an aggregate amount (whether in a single transaction or a series of related transactions) in excess of \$5,000,000 but less than \$10,000,000, and shall review and make a recommendation to the Board in respect of any such transaction or series of related transactions in an aggregate amount equal to or in excess of \$10,000,000.

Information Technology

(z) The Committee shall oversee the Information Technology function of the Corporation regarding such matters as it deems appropriate or as designated by the Board or its Chairman.

Related Party Transactions

(aa) The Committee shall keep the Corporation's independent auditor informed of the Corporation's understanding of the Corporation's relationships and transactions with related parties that are significant to the Corporation. The Committee shall review and discuss with the

independent auditor the independent auditor's evaluation of the Corporation's identification of, accounting for, and disclosure of its relationships and transactions with related parties, including any significant matters arising from the audit regarding the Corporation's relationships and transactions with related parties.

Risk Oversight

(bb) The Committee shall discuss with management the risk management process of the Corporation as it deems appropriate, or as designated by the Board, and advise the Board as needed on:

- (i) the Corporation's approach for risk identification of principal strategic, operational, compliance, and fraud risks, including but not limited to the risks and incident responses associated with: information security, business continuity and disaster recovery, investor relations, and vendor management; and
- (ii) the Corporation's results of periodic risk assessments, identified mitigation strategies, and assessment of residual risks

Other

(cc) The Committee shall exercise such other powers and perform such other duties and responsibilities as are incidental to the purposes, duties and responsibilities specified herein and as may from time to time be delegated to the Committee by the Board.

5. Authority and Resources

The Committee may, without further approval by the Board, obtain such advice and assistance, including, without limitation, the performance of special audits, reviews and other procedures, from outside accounting, legal or other advisors as the Committee determines to be necessary or advisable in connection with the discharge of its duties and responsibilities hereunder. Any accounting, legal or other advisor retained by the Committee may, but need not, be in the case of an outside accountant, the same accounting firm employed by the Corporation for the purpose of rendering or issuing an audit report on the Corporation's annual financial statements, or in the case of an outside legal or other advisor, otherwise engaged by the Corporation for any other purpose.

The Corporation shall pay to any independent auditor employed by the Corporation for the purpose of rendering or issuing an audit report or performing other audit, review or attest services and to any outside accounting, legal or other advisor retained by the Committee pursuant to the preceding paragraph such compensation, including, without limitation, usual and customary expenses and charges, as shall be determined by the Committee. The Corporation shall pay ordinary administrative expenses of the Committee that are necessary or appropriate in carrying out its duties.