

**BARCLAYS GLOBAL CONSUMER STAPLES CONFERENCE
SEPTEMBER 2, 2025**

OLAPLEX

DISCLAIMER

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This presentation does not constitute an offer to sell or the solicitation of an offer to buy any securities of Olaplex Holdings, Inc. (the "Company"), nor shall there be any sale of securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

Forward Looking Statements

This presentation includes certain forward-looking statements and information relating to the Company that are based on the beliefs of management as well as assumptions made by, and information currently available to, the Company. These forward-looking statements include, but are not limited to, statements about: the Company's financial position, operating results, growth, sales and profitability; the Company's financial guidance for fiscal year 2025, including net sales, adjusted gross profit margin and adjusted EBITDA margin; the Company's third and fourth quarter 2025 net sales, including management's expectations regarding the timing of shipments and the impact of promotional events on consumer demand; demand for the Company's products; the Company's innovation strategy and pipeline, including the timing of product launches; the Company's international operations, including its distribution partners; the Company's business transformation plans, strategies, investments, priorities and objectives, including the impact and timing thereof; the Company's sales, marketing and education initiatives and related investments, and the impact, focus and timing thereof; general economic and industry trends, including tariffs; the Company's infrastructure and operational and business processes; inventory levels; and other statements contained in this presentation that are not historical or current facts. When used in this presentation, words such as "may," "will," "could," "should," "intend," "potential," "continue," "anticipate," "believe," "estimate," "expect," "plan," "target," "predict," "project," "forecast," "seek" and similar expressions as they relate to the Company are intended to identify forward-looking statements.

The forward-looking statements in this presentation reflect the Company's current expectations and projections about future events and financial trends that management believes may affect the Company's business, financial condition and results of operation. These statements are predictions based upon assumptions that may not prove to be accurate, and they are not guarantees of future performance. As such, you should not place significant reliance on the Company's forward-looking statements. Neither the Company nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements, including any such statements taken from third party industry and market reports.

Forward-looking statements involve known and unknown risks, inherent uncertainties and other factors that are difficult to predict which may cause the Company's actual results, performance, time frames or achievements to be materially different from any future results, performance, time frames or achievements expressed or implied by the forward-looking statements, including, without limitation: the Company's dependence on the success of its business transformation plan; competition in the beauty industry; the Company's ability to effectively maintain and promote a positive brand image, expand its brand awareness and maintain consumer confidence in the quality, safety and efficacy of its products; the Company's ability to anticipate and respond to market trends and changes in consumer preferences and execute on its growth strategies and expansion opportunities, including with respect to new product introductions; the Company's ability to accurately forecast customer and consumer demand for its products; the Company's ability to limit the illegal distribution and sale by third parties of counterfeit versions of its products or the unauthorized diversion by third parties of its products; the Company's dependence on a limited number of customers for a large portion of its net sales; the Company's ability to develop, manufacture and effectively and profitably market and sell future products; the Company's ability to attract new customers and consumers and encourage consumer spending across its product portfolio; the Company's ability to successfully implement new or additional marketing efforts; the Company's relationships with and the performance of its suppliers, manufacturers, distributors and retailers and the Company's ability to manage its supply chain; impacts on the Company's business from political, regulatory, economic, trade and other risks associated with operating internationally; the Company's ability to manage its executive leadership changes and to attract and retain senior management and other qualified personnel; the Company's reliance on its and its third-party service providers' information technology; the Company's ability to maintain the security of confidential information; the Company's ability to establish and maintain intellectual property protection for its products, as well as the Company's ability to operate its business without infringing, misappropriating or otherwise violating the intellectual property rights of others; the outcome of litigation and regulatory proceedings; the impact of changes in federal, state and international laws, regulations and administrative policy, including the One Big Beautiful Bill Act, tariffs and other trade policies; the Company's existing and any future indebtedness, including the Company's ability to comply with affirmative and negative covenants under its credit agreement; the Company's ability to service its existing indebtedness and obtain additional capital to finance operations and its growth opportunities; volatility of the Company's stock price; the Company's "controlled company" status and the influence of investment funds affiliated with Advent International, L.P. over the Company; the impact of general economic conditions, disruptions in business conditions, and the financial strength of the Company's consumers and customers on the Company's business; fluctuations in the Company's quarterly results of operations; changes in the Company's tax rates and the Company's exposure to tax liability; and the other factors identified under the heading "Risk Factors" in Company's most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission (the "SEC") and in the other documents that the Company files with the SEC from time to time.

Many of these factors are macroeconomic in nature and are, therefore, beyond the Company's control. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, the Company's actual results, performance or achievements may vary materially from those described in this presentation as anticipated, believed, estimated, expected, intended, planned or projected. The forward-looking statements in this presentation represent management's views as of the date hereof. Unless required by law, the Company neither intends nor assumes any obligation to update these forward-looking statements for any reason after the date hereof to conform these statements to actual results or to changes in the Company's expectations or otherwise.

DISCLAIMER

Market and Industry Data Looking

This presentation includes market and industry data and forecasts that the Company has derived from independent consultants, publicly available information, various industry publications, other published industry sources and the Company's internal data and estimates. While independent consultant reports, industry publications and other published industry sources generally indicate that the information contained therein was obtained from sources believed to be reliable, the Company has not independently verified such information. The Company's internal data and estimates are based upon information obtained from trade and business organizations and other contacts in the markets in which the Company operates and management's understanding of industry conditions. Although the Company believes that such information is reliable, the Company has not had this information verified by any independent sources. Similarly, the Company's internal research is based upon management's understanding of industry conditions, and such information has not been verified by any independent sources. To the extent that any estimates underlying such market-derived information and other factors are incorrect, actual results may differ materially from those expressed in the independent parties' estimates and in the Company's estimates.

Non-GAAP Financial Measures

This presentation contains "non-GAAP financial measures," including adjusted gross profit, adjusted gross profit margin, adjusted EBITDA, adjusted EBITDA margin, and adjusted SG&A. These are financial measures that are not calculated or presented in accordance with generally accepted accounting principles in the United States ("GAAP") and may exclude items that are significant in understanding and assessing the Company's financial results. Therefore, these measures should not be considered in isolation or as an alternative to measures of profitability, liquidity or performance under GAAP. You should be aware that the Company's presentation of these measures may not be comparable to similarly titled measures used and may be calculated differently. Please refer to the Appendix to this presentation for a reconciliation of these non-GAAP metrics to their most directly comparable financial measure stated in accordance with GAAP.

This presentation includes forward-looking guidance for adjusted EBITDA margin and adjusted gross profit margin. The Company is not able to provide, without unreasonable effort, a reconciliation of the guidance for adjusted EBITDA margin and adjusted gross profit margin to the most directly comparable GAAP measure because the Company does not currently have sufficient data to accurately estimate the variables and individual adjustments included in the most directly comparable GAAP measure that would be necessary for such reconciliations, including (a) costs related to potential debt or equity transactions and (b) other non-recurring expenses that cannot reasonably be estimated in advance. These adjustments are inherently variable and uncertain and depend on various factors that are beyond the Company's control and as a result it is also unable to predict their probable significance. Therefore, because management cannot estimate on a forward-looking basis without unreasonable effort the impact these variables and individual adjustments will have on its reported results in accordance with GAAP, it is unable to provide a reconciliation of the non-GAAP measures included in its fiscal year 2025 guidance.

OLAPLEX

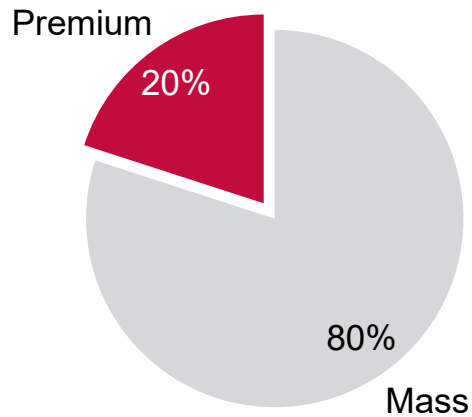


The background features two large, interlocking circular patterns composed of small, semi-transparent spheres. The spheres are arranged in a way that creates a sense of depth and movement, with some appearing closer and more opaque than others. The overall color palette is dark, with the spheres having a light, almost white, glow against the black background.

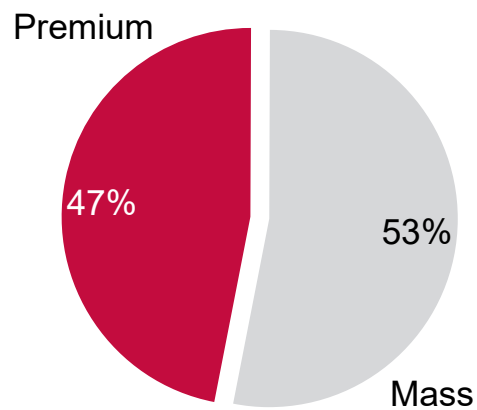
In 2014, Olaplex
revolutionized the
hairstyle industry with
breakthrough technology

GLOBAL PREMIUM CATEGORY PENETRATION, 2024

HAIRCARE



REST OF BEAUTY¹



**Premium hair
CAGR '24-28² 6-7%**

1. Average of Fragrance, Skincare and Color Cosmetics

2. YoY exchange rates

SOURCE: Beauty & Personal Care: Euromonitor from trade sources/national statistics, exported 2/23/2025

Premium haircare is in its early stages, with substantial room for growth and opportunity for OLAPLEX

Beauty, health and
wellness are converging
- - OLAPLEX sits at this
intersection



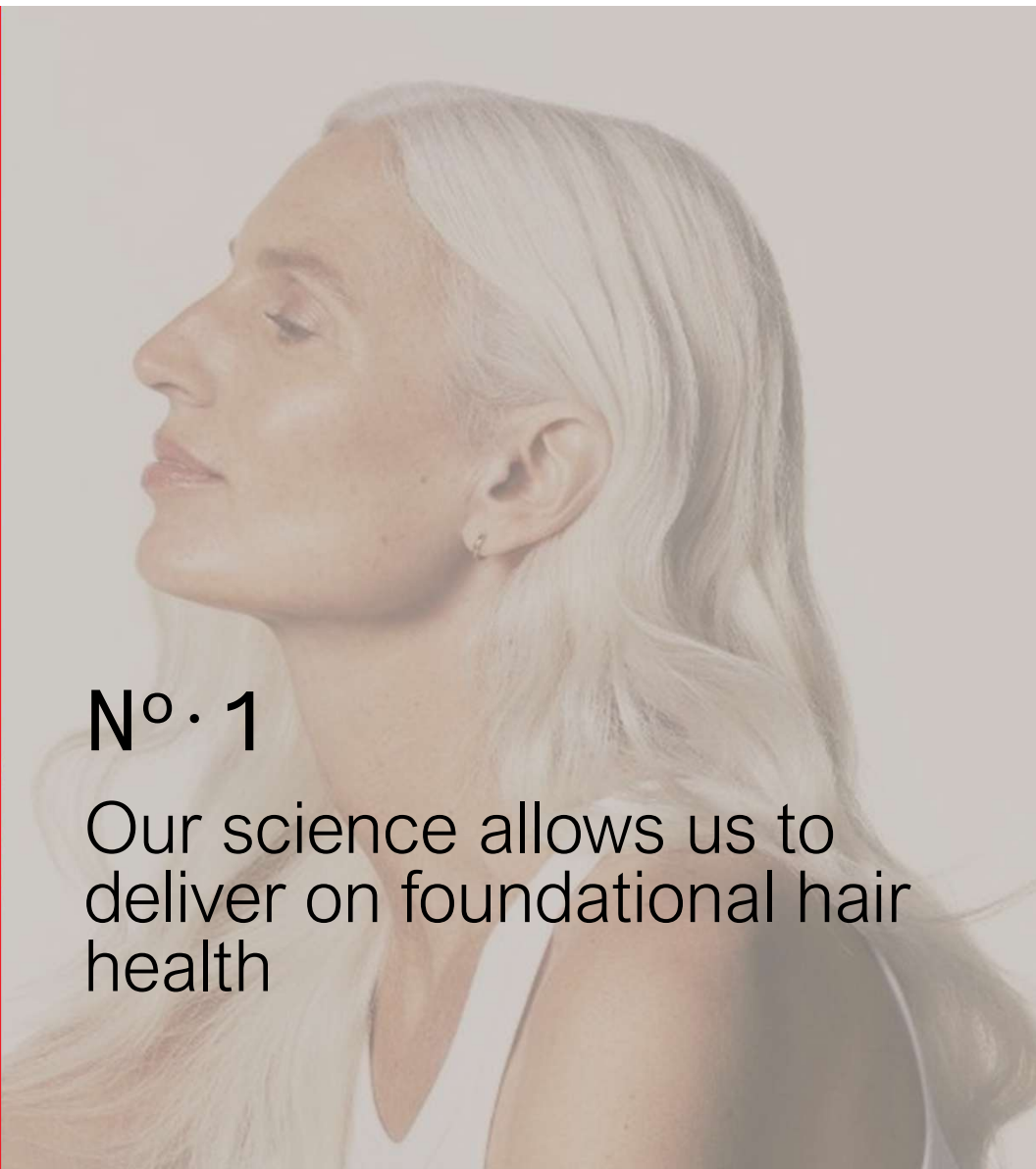
A Venn diagram consisting of two overlapping circles. The left circle is light blue and labeled 'HEALTH'. The right circle is light red and labeled 'BEAUTY'. The overlapping area in the center is a darker shade of purple and contains the word 'OLAPLEX' in bold black capital letters. The background of the right panel features a pattern of stylized, overlapping cells or bubbles in a light yellow color.

HEALTH **OLAPLEX** BEAUTY



Nº. 1

Our science allows us to
deliver on foundational hair
health



Nº. 2

Stylists are our muse, our inspiration, a critical customer and our most important advocate







Nº · 3

Our science and our
style is in service of the
unapologetic confidence
that comes from a great
hair day

A foundational health and beauty company powered by breakthrough innovation that starts with and is inspired by the Pro

This is the future of
OLAPLEX



125%	MORE SHINE
77%	REDUCED BREAKAGE
72H	FRIZZ CONTROL
450°	HEAT PROTECTION

Bonds and Beyond: 2025 focus

Nº·1 Generate Brand Demand

Nº·2 Harness Innovation

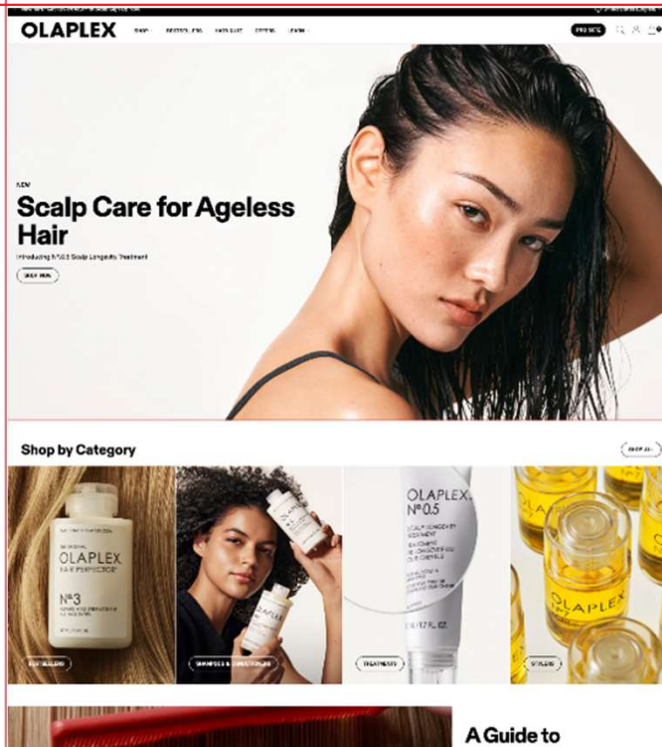
Nº·3 Execute with Excellence



Nº.1 Generate Brand Demand

There are 3 phases to brand building. We are currently in phase 3, “Building the Content Engine”

BUILDING THE BASELINE




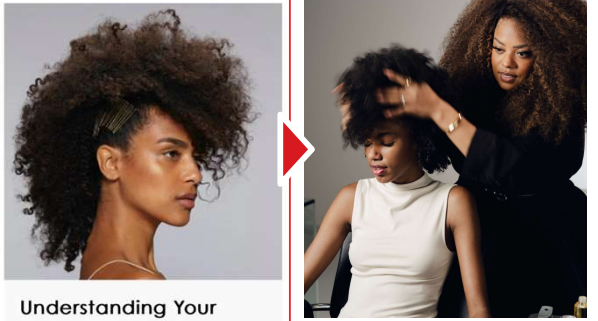



CREATING BRAND STORYTELLING



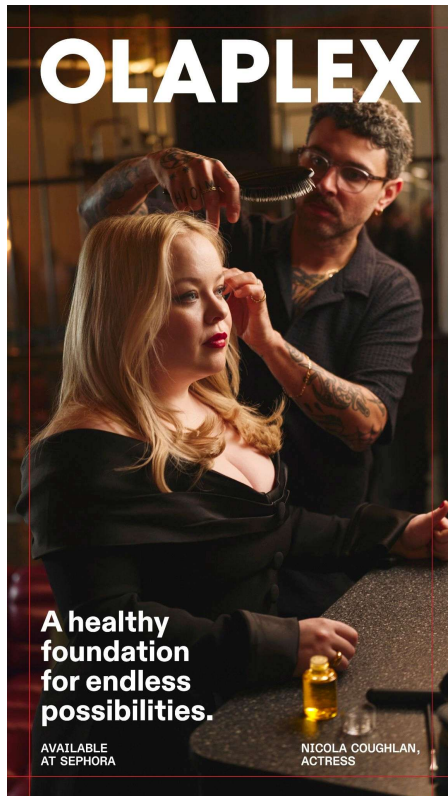
BUILD THE CONTENT ENGINE



Nº.1 Generate Brand Demand – Building Brand Baseline

ENGAGING SCIENCE		CONFIDENT, DYNAMIC HAIR		STYLIST IN THE PICTURE	
<p>The original bond builder.</p> <p>Our patented active chemistry works on a molecular level to repair damaged and broken bonds.</p> <ul style="list-style-type: none">1. REPAIR THE BROKEN BONDS AND REJUVENATE HAIR.2. INCREASE TENSILE STRENGTH AND RESTORE ELASTICITY.3. PROTECT THE HAIR FOLLICLE FROM FURTHER BREAKAGE.				 <p>Understanding Your Natural Hair Texture</p>	
COMPELLING PRODUCT		STRATEGIC COLOR ACCENTS		CLEAR BENEFITS	
 <p>UNBREAKABLE BLONDES 3X BRIGHTER*</p> <p>STRENGTHENS, HYDRATES, NEUTRALIZES BRASSINESS.</p> <p>FOR ALL BLONDE, LIGHTENED AND GREY HAIR TYPES</p>		<p>OLAPLEX. INSPIRED BY SALONS. PROVEN BY SCIENCE.</p> 		 <p>125% MORE SHINE*</p> <p><small>*Compared to bleached hair without application of OLAPLEX N°7 Bonding Oil™</small></p>	

Nº.1 Generate Brand Demand – Brand Platform

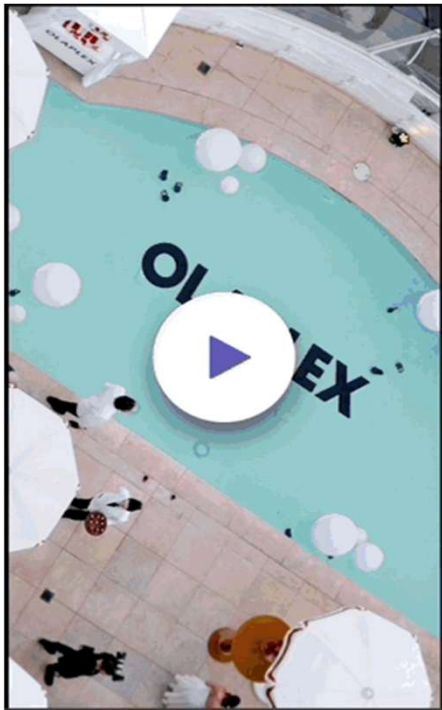


Nº.1 Generate Brand Demand – Brand Platform



Nº.1 Generate Brand Demand – Brand Platform

Connected polished event / big hero moment with full funnel agile, always-on content engine – designed to stay relevant, connect emotionally with consumers & drive greater efficiency.



We are putting
the Pro in the
picture


OLAPLEX PRO

OLAPLEX Salon Services

Push your creativity and growth potential further with services powered by the patented technology in our professional-only treatments.


[GET CERTIFIED](#)

Build Your Backbar




SALON SYSTEM KIT

[VIEW DETAILS](#)




BOND MULTIPLIER™ DUAL NEUTRALIZING TREATMENT

[VIEW DETAILS](#)



4-10-1 MOISTURE MASK

[VIEW DETAILS](#)



OLAPLEX BOND SPECTRUM CLARIFYING TREATMENT

[VIEW DETAILS](#)

Meet Our Global Ambassadors

These groundbreaking stylists and colorists use OLAPLEX to create stunning results that defy expectations.



Tara Cummings
@taracummings



Shantel of Hair
@shantelofhair



Jenna Perry
@jennaperry



Dorcas Brown
@dorcasbrown



Shantel Brown
@shantelbrown



Dorcas Brown
@dorcasbrown




Tara Cummings
@taracummings




Shantel of Hair
@shantelofhair

Meet Our Pro Collective


These influential stylists and colorists help us strengthen bonds within the stylist community.




Daisy Hanson
@daisyhanson




Maggie Hancock
@maggiehancock




Corner James Doyle
@cornerjamesdoyle




Kati Summers
@katisummers




Kara Williams
@kara_williams




Lyndie Peterson
@lyndiepeterson




Alejandro Lopez
@alejandrolopez




Jessica Powers
@jessicapowers




Daisy Dornd
@daisy_dornd




Mary Ott
@maryott




Jaylaun Barber
@jaylaun_barber




Dawid Suck
@dawid.suck




Nora Dababneh
@nora.dababneh



Amy Spencer
@amyspencer1



Alissa Greyer
@alissa_b.hay



Samantha Cusick
@samanthacusick

GIVING YOU THE LOW DOWN ON ALL THINGS 'PRO'

the pro down
1.8M members

[Join channel](#)

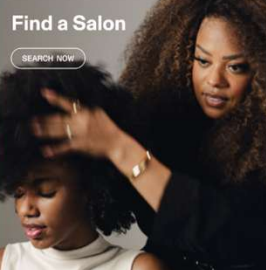
Join 'the pro down' to connect with other professional hairstylists & get a sneak peek into the new OLAPLEX

MITIGATES AND REPAIRS HAIR DAMAGE WHILE PREVENTING FUTURE BREAKAGE. SIZED TO TRAVEL.




Find a Salon

SEARCH NOW



OLAPLEX PRO




OLAPLEX Brand Manual


BRAND MANUAL TRAINING PRESENTATION

BRAND MANUAL

- 1. A solid grasp of the Olaplex system is a prerequisite to being an Olaplex stylist.
- 2. A solid grasp of the Olaplex system is a prerequisite to being an Olaplex stylist.
- 3. A solid grasp of the Olaplex system is a prerequisite to being an Olaplex stylist.

LOOK OUT FOR THESE ICONS AS A REMINDER AND TO KEEP YOU ON TRACK THROUGHOUT THE PRESENTATION





Play video



Nº.1 Generate Brand Demand – Reconnecting with the Pro



OLAPLEX
technology started a
science-led
revolution in haircare
– with our new
products we are
charting the next
frontier of
foundational hair
health



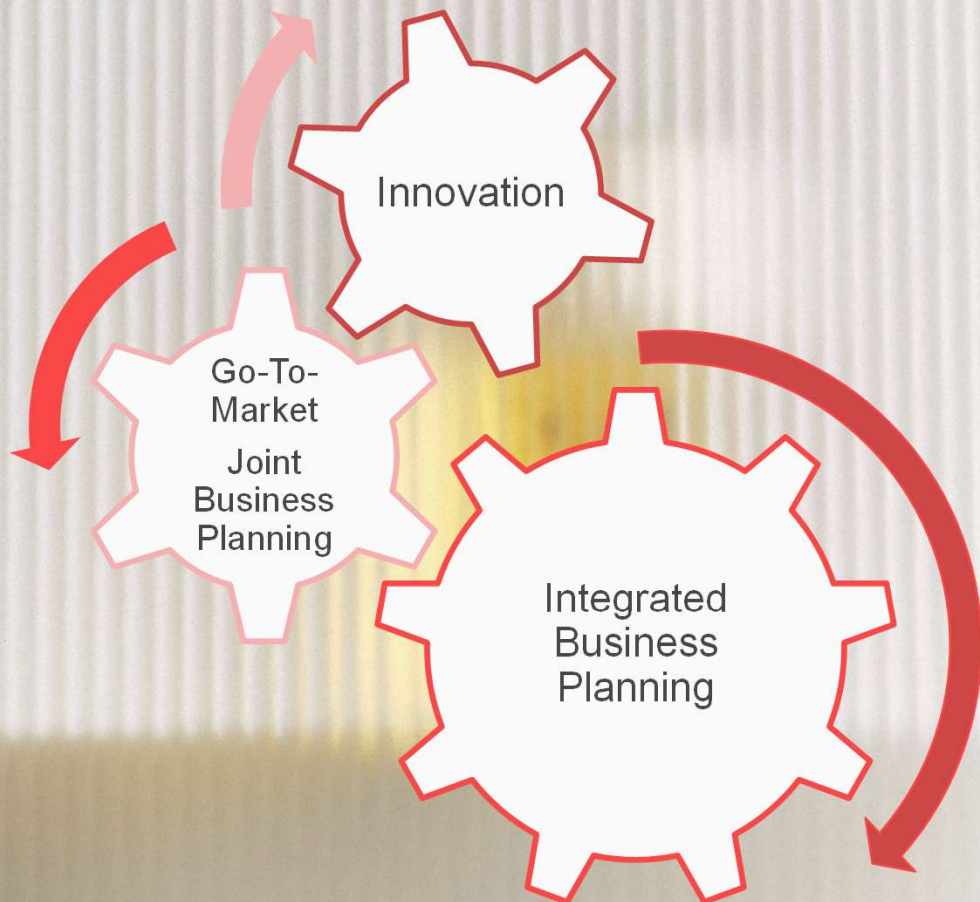
Nº.2 Harness Innovation



Nº.2 Harness Innovation



Nº.3 Execute with Excellence



2025 Progress

- Launched AI-demand planning tool
- Made key hires across the organization
- Opened London office and restructured international team
- Launched self-serve portal for international distribution partners



We are working across
the globe to enhance our
partnerships and localize
our strategies



Executing a globally aligned go-to-market strategy

Partner-lead Priority Markets

Direct Investment Markets

Light-touch Partner Markets

Second Quarter and Year-to-date Results

Q2 2025	
Net Sales	\$106.3M
Adjusted EBITDA¹	\$24.6M
Adjusted EBITDA Margin¹	23.1%

Year-to-date 2025	
Net Sales	\$203.3M
Adjusted EBITDA¹	\$50.2M
Adjusted EBITDA Margin¹	24.7%

1. Adjusted EBITDA and Adjusted EBITDA Margin are non-GAAP measures. Please refer to the Appendix for additional information on these non-GAAP financial measures, including reconciliations to the most directly comparable GAAP measures.

Second Quarter 2025 Financial Position

Inventory

\$78.3M
vs \$75.2M

June 30, 2025 compared to
December 31, 2024

Cash and Cash Equivalents, and Cash Flows from Operations

Cash Flows from Operations

\$18.0M
vs \$59.9M

Six months ended June 30, 2025 vs
Six months ended June 30, 2024

Cash and Cash Equivalents

\$289.3M
vs \$586.0M

June 30, 2025 compared to
December 31, 2024

Long-Term Debt (Net of current portion and deferred fees)

\$351.9M
vs \$643.7M

June 30, 2025 compared to
December 31, 2024

Fiscal Year 2025 Guidance

Net Sales

**\$410M to
\$431M**

-3% to +2%

Compared to fiscal year 2024

Adjusted Gross Profit Margin¹

**70.5%
to 71.5%**

Adjusted EBITDA Margin¹

20% to 22%

1. Adjusted Gross Profit Margin & adjusted EBITDA Margin are non-GAAP financial measures. The Company is not able to provide, without unreasonable effort, a reconciliation of the guidance for adjusted gross profit margin and adjusted EBITDA margin to the most directly comparable GAAP measure because the Company does not currently have sufficient data to accurately estimate the variables and individual adjustments included in the most directly comparable GAAP measure that would be necessary for such reconciliations, including (a) costs related to potential debt or equity transactions & (b) other non-recurring expenses that cannot reasonably be estimated in advance. These adjustments are inherently variable and uncertain and depend on various factors that are beyond the Company's control and as a result it is also unable to predict their probable significance. Therefore, because management cannot estimate on a forward-looking basis without unreasonable effort the impact these variables & individual adjustments will have on its reported results in accordance with GAAP, it is unable to provide a reconciliation of the non-GAAP financial measures included in its fiscal year 2025 guidance.



2025 is just
the exciting
first step in
our Bonds
and Beyond
journey.



OLAPLEX

Thank you