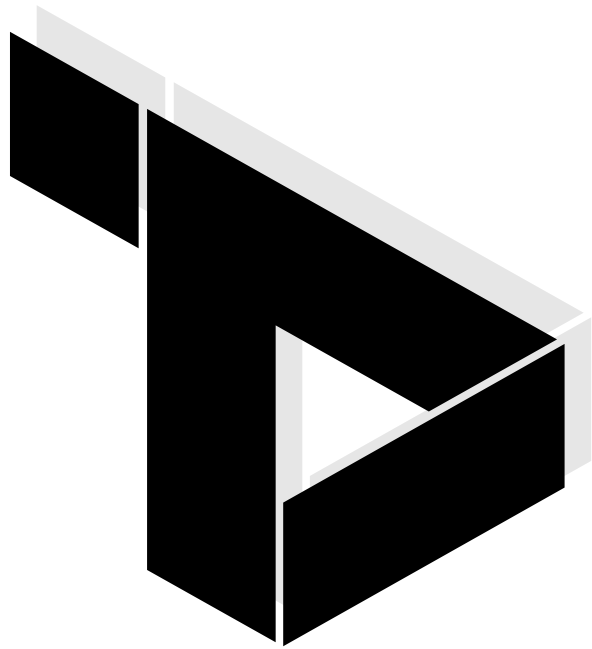


LA MODE AUGUST

SKINCARE EDITION 2016



EMV Earned Media Value

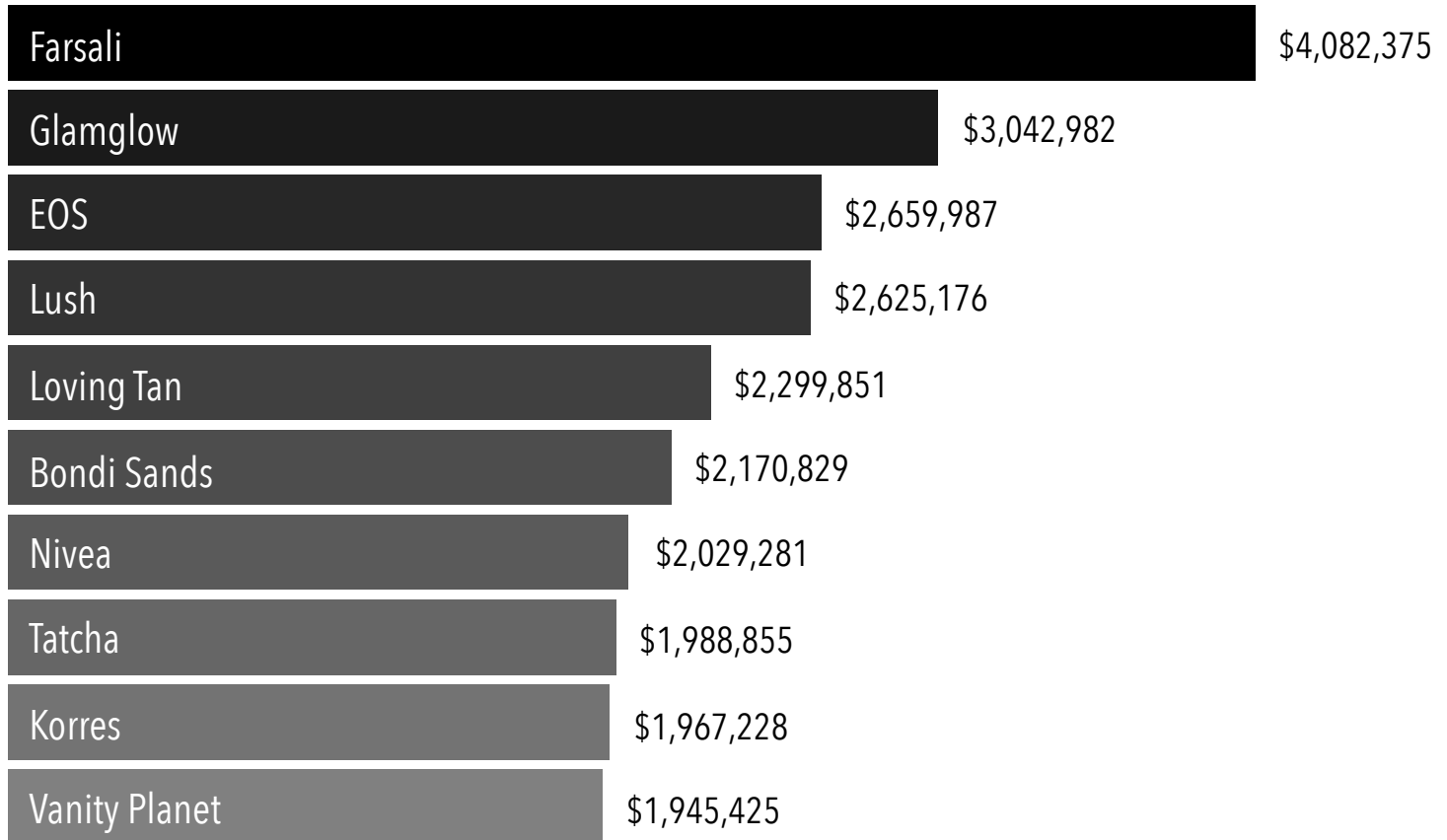
Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived value of digital word-of-mouth to brands within the industry. EMV serves as a tool for benchmarking across marketing activities and across brands.

In an effort to ensure that we are always providing the most insightful data and analysis to help you better understand the latest digital trends, we consistently improve our measurement of earned media performance. As we continue to advance our own understanding of earned media and learn about the industry, we will update our analytics to reflect new knowledge and innovations.

THE TOP 10

Earned
Media
Value
Leaderboard

Top 10 Brands by EMV



1. Propelled by the popularity of its Rose Gold Elixir Radiating Moisturizer -- currently sold out online -- Farsali reclaimed its position as number one in the Top 10.
2. Australian tanning brand Bondi Sands broke into the Top 10 with the release of its Ultra Dark Tanning Foam. To celebrate the new product line, the brand flew influencers by seaplane to lunch at Berowra Waters Inn and hosted its launch party at the chic Watson Bay Boutique Hotel. The hashtags #bondisandsultradark and #ultradark garnered a collective \$360.1K EMV.
3. Top 10 newcomer Korres launched its Greek Yoghurt suncare line at Brazil's Kenoa Resort, where it hosted several lucky influencers. Brazilian Instagrammer camilacoelho singlehandedly drove \$1.3M EMV of the brand's \$1.9M August total.

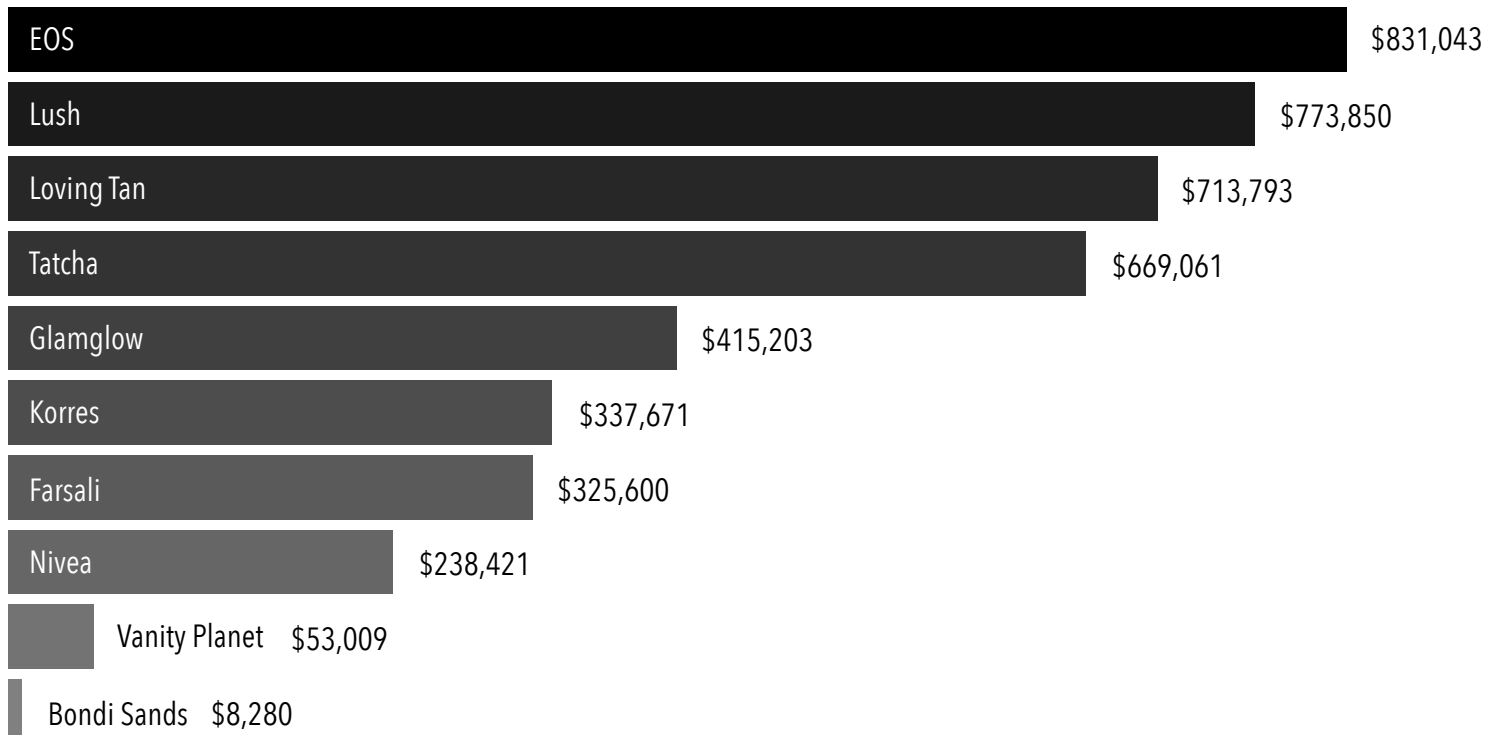
THE TOP 10

Earned
Media
Performance
By Channel

BLOG



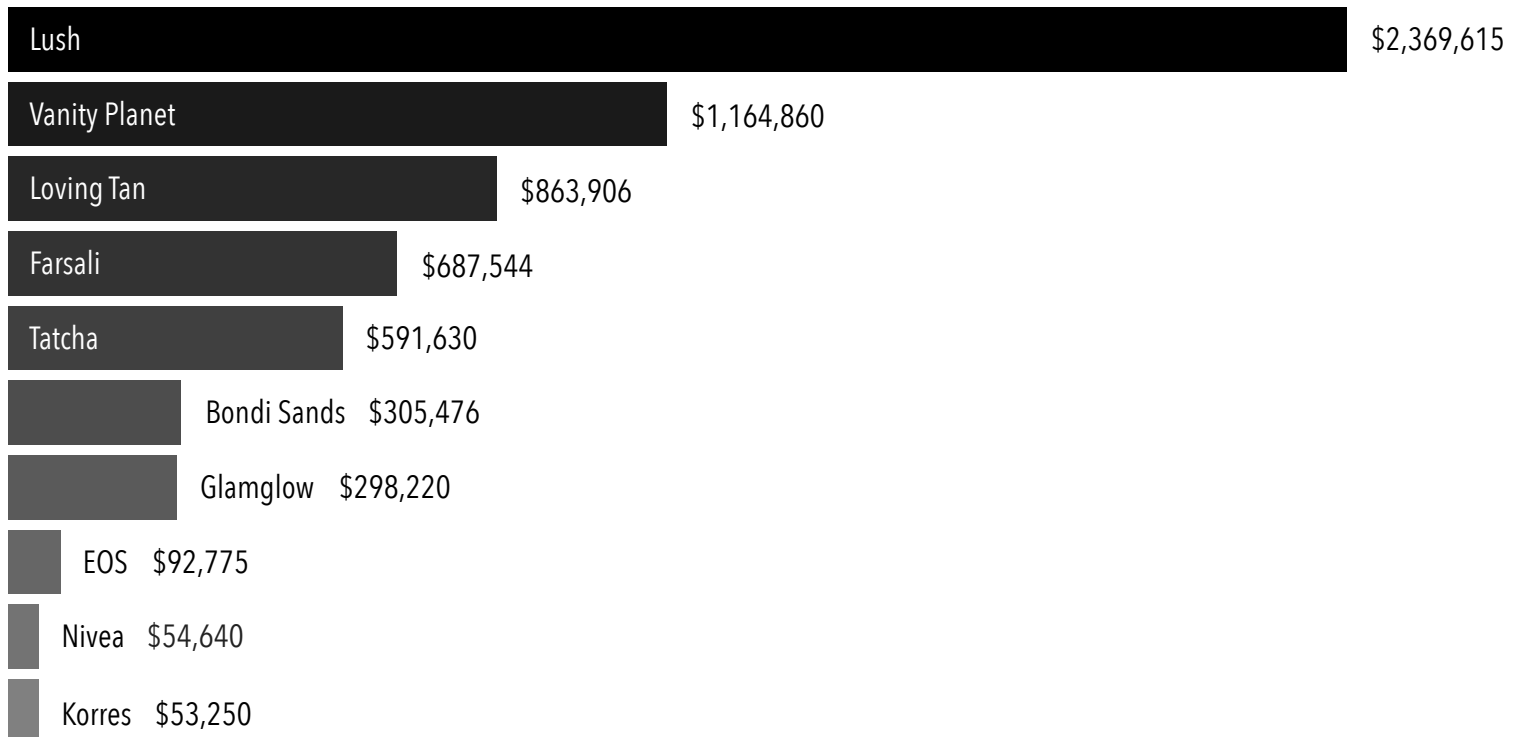
YOUTUBE



FACEBOOK



INSTAGRAM



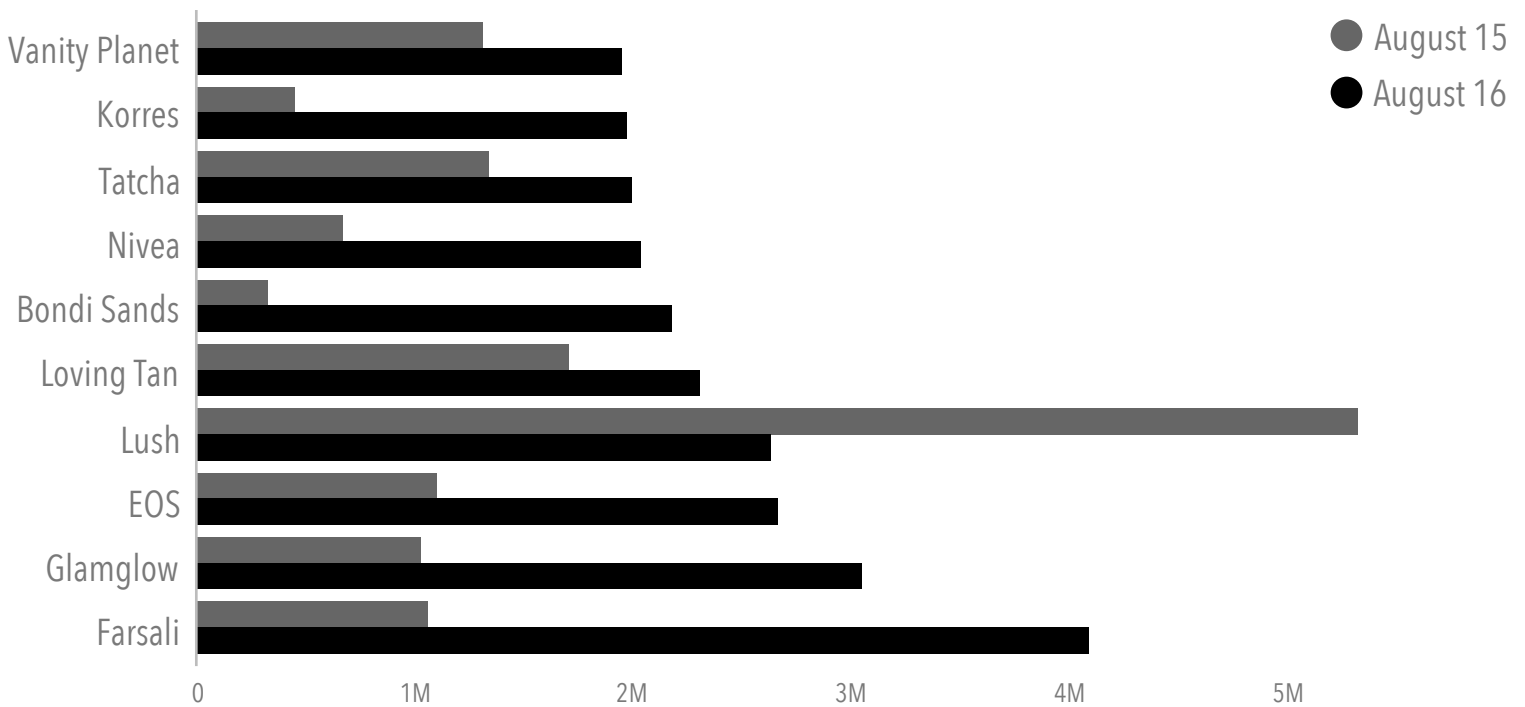
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	AUGUST 2015	AUGUST 2016	Y/Y GROWTH
Farsali	\$1,055,050	\$4,082,375	286.94%
Glamglow	\$1,022,648	\$3,042,982	197.56%
EOS	\$1,095,333	\$2,659,987	142.85%
Lush	\$5,316,149	\$2,625,176	-50.62%
Loving Tan	\$1,701,859	\$2,299,851	35.14%
Bondi Sands	\$322,175	\$2,170,829	573.80%
Nivea	\$665,525	\$2,029,281	204.91%
Tatcha	\$1,335,506	\$1,988,855	48.92%
Korres	\$446,961	\$1,967,228	340.13%
Vanity Planet	\$1,306,830	\$1,945,425	48.87%