



MARY KAY CHINA'S SPONSORED PROGRAMS & FUNDS



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OVER 25 YEARS SUPPORTING WOMEN AND CHILDREN

Through sponsored programs and funds, Mary Kay China established its philanthropic efforts to span across the urgent needs for women and children.

Founded:

- Mary Kay Women's Entrepreneurship Program, in cooperation with China Women's Development Foundation in 2001.
- Mary Kay Spring Bud Fund, in cooperation with China Children and Teenagers' Fund in 2001.
- Pink Changing Lives Community Fund, set up by Pink Changing Lives Volunteer Club and Jing'an Branch of Shanghai Charity Foundation in 2012.
- Mary Kay China Charity Program, in cooperation with China Soong Ching Ling Foundation in 2014.
- Young Women's Future Fund, in cooperation with Adream Foundation in 2017.

Mission: Mary Kay China's sponsored programs and funds are committed to strengthen the impact of projects supporting women and children through entrepreneurship, education, health and dedication to local communities where they work and live.



MARY KAY CHINA SPONSORED PROGRAMS AND FUNDS



Mary Kay Women's Entrepreneurship Program

In 2001, Mary Kay and the China Women's Development Foundation founded the Mary Kay Women's Entrepreneurship Program, which provided, interest-free revolving loans to women needing financial assistance in 23 provinces. The Mary Kay Women's Entrepreneurship Program has provided 10 million yuan to support female entrepreneurs, which has helped more than 84,000 women increase income.

Since 2011, the Mary Kay Women's Entrepreneurship Program has further cooperated with the United Nations Development Programme, enabling the program to provide small, revolving loans as well as capacity-building and community organization building.

In 2012, the Mary Kay Women's Entrepreneurship Program took the lead in Chuxiong, Yunnan Province, enabling the development of a traditional Yunnan Embroider, helping 2,385 local women increase their income by 73%. At the same time, 558 mothers who had left their children behind to work elsewhere were able to return home, improving the economic status of women in the province and protecting the embroidery cultural industry.

Mary Kay China Charity Fund

The Mary Kay China Charity Fund was launched in 2014 in association with the Shanghai Soong Ching Ling Foundation and the parties now jointly operate and supervise the fund.

Following the example of Mary Kay Ash's Go-Give spirit, the fund works to bring positive changes to individuals and communities across the country by encouraging an active involvement from employees and the independent sales force through donations to support charitable events.

Nearly 350,000 Mary Kay employees and sales force representatives have donated to the Mary Kay China Charity Fund.

Projects supported by the Mary Kay China Charity Fund include:

"100% Smile" Saving Girls with Cleft Lips and palate - From 2014-2021, the fund has allocated 4.45 million yuan to help provide 879 free surgeries for girls with cleft lip and palate in poor areas.

VIVA Care with Shanghai Children's Medical Center - Since 2015, the Mary Kay Charity Fund has continuously provided support for the research project on treatment of childhood leukemia in China. The project is run by Shanghai Children's Medical Center. By the end of 2019, Mary Kay Charity Fund had donated 2.5 million yuan, benefiting 7,569 children.

Water Purification Project - By 2019, a total of 16 water purification equipment were donated to schools in arid and/or disaster-prone areas, providing over 6,700 children with access to purified water. In addition, employees and sales force members visited a school in Yunnan to bring educational courses on water and sanitation to students.

School Desk Donations - Continuing the support of schools, the fund has donated 4,825 sets of desks and chairs to 19 schools in seven provinces including Hunan, Gansu, Xinjiang and Guizhou.

People with Mental Disabilities Career Support - In 2019, 35 individuals facing developmental issues received skills training; 14 of which achieved employment afterwards. Skills training funding came from the sales of Mary Kay Ash's exclusive cookie recipe through Amity Foundation's social enterprise — Amity Bakery. The participants baked cookies and sold them to Mary Kay employees and sales force members in China.





Mary Kay Spring Bud Fund

Since 2001, Mary Kay cooperated with China Children and Teenagers' Fund and in 2002, launched the "Mary Kay Spring Bud Project" to help build schools for young women to master knowledge and skills, providing more opportunities to change their lives. Mary Kay employees and members of the sales force combined donated 27.5 million yuan to provide educational opportunities to women. Projects were spread across 28 provinces and benefitted millions of children and their families.

Young Women's Future Fund

In 2017, Mary Kay and the Adream Foundation jointly launched the Young Women's Future Fund, and in 2018 launched a literacy course on Adream Foundation's online course platform – Adreambox. This platform is open to 65,881 teachers from 826 junior high schools in 31 provinces across China.

As of 2019, the project had been carried out in 265 high schools, providing gender education for more than 44,000 female students.

Pink Changing Lives Community Fund

Mary Kay China set up the "Pink Changing Lives Volunteer Club" in 2012 to serve its communities by working with charitable causes. In 2014, in conjunction with the Jing'an Branch of Shanghai Charity Foundation, the Pink Changing Lives Community Fund was established. Volunteers actively carry out activities to care for vulnerable groups in the community and total volunteer time has reached approximately 400,000 hours.

25 YEARS OF GIVING (1995 –2020)

Mary Kay China benchmarks its philanthropic and sustainability actions in reference to the 17 Sustainable Development Goals and the Chinese government's "China National Plan on Implementation of 2030 Agenda for Sustainable Development" to support impact and change.

✓ **82,000**

Mary Kay Women's Entrepreneurship Program has helped more than 82,000 women in more than 20 provinces, relieved them from poverty, and launched the global Women's Entrepreneurship Accelerator in partnership with six major United Nations organizations.

✓ **44,000**

In cooperation with Adream Foundation, "Girl Accomplishment" special public welfare fund's literacy education curriculum covers more than 44,000 junior high school students, from 265 junior high schools in the country.

✓ **350,000**

Through Mary Kay China Charity Fund, 350,000 Mary Kay employees and independent sales force helped 7,569 children with leukemia, 809 girls with cleft lip and palate, and provided more than 6,700 children in poverty and desertification access to purified drinking water.

✓ **180 million yuan**

Mary Kay China has invested nearly 180 million yuan in various social welfare projects. The cumulative time of voluntary work has reached more than 400,000 hours.

✓ **54,000**

Mary Kay has planted 54,000 trees in Minqin county in northwest Gansu province in China, contributing to the China Green Foundation's Million Forest Project.



Decade of Action

Our Beginning: 2020

Mary Kay Women's Entrepreneurship Program

Donated CNY 570,000 to China Women's Development Foundation to safeguard women's right and interests, improve women's quality of life and promote the development of women and women's causes in China.

Donated CNY 44,800 to provide training and assistance to women entrepreneurs in Shanghai.

Mary Kay China Charity Fund

One of the first beauty companies to support COVID-19 relief efforts, Mary Kay China Charity Fund of the Shanghai Soong Ching Ling Foundation donated to the Amity Foundation (an independent Chinese social organization dedicated to public health, social welfare, disaster relief and other philanthropic undertakings), and made early contributions to COVID-19 relief efforts in Wuhan, China.

Mary Kay China also donated nutrition, skincare and hand care products to frontline female health workers and volunteers.

Mary Kay China donated 10,000 units of hand sanitizer to schools in Hangzhou to support their reopening.

Thanks to the joint efforts of the company and Beauty Consultants, funds were raised for 112 cleft-lip repair surgeries in 2022. Raising funds for 9 more surgeries will reach our goal of 1,000 surgeries.

A donation of 1 yuan for each box of Probiotics sold was made to provide healthy purified water for children in poverty-stricken areas and disaster-prone areas. In 2020, a donation of CNY 620,000 was made for Water Purification Project.

Mary Kay Spring Bud Fund

From 2001 to 2020, in conjunction with the Children and Teenagers' Fund, donated nearly 28 million yuan to provide educational opportunities to women. Projects were spread across 28 provinces and benefitted millions of children and their families.

Young Women's Future Fund

Adream Foundation jointly launched the Young Women's Future Fund, backing a literacy course launched on Adreambox, the online course platform of the Adream Foundation. The Adreambox is open to 65,881 teachers from 826 junior high schools in 31 provinces across China. As of 2019, the project had been carried out in 265 high schools, providing gender education for more than 44,000 female students.

Pink Changing Lives Community Fund

Mary Kay China set up the "Pink Changing Lives Volunteer Club" in 2012 to serve its communities by working with charitable causes. Volunteers actively carry out activities to care for vulnerable groups in the community and total volunteer time has reached approximately 400,000 hours.



Our Journey: 2021

Mary Kay Women's Entrepreneurship Program

Since 2001, Mary Kay China and the China Women's Development Foundation founded the Mary Kay Women's Entrepreneurship Program, which provided, interest-free revolving loans to women needing financial assistance in 23 provinces. By the end of 2021, the Mary Kay Women's Entrepreneurship Program has provided 10 million yuan to support female entrepreneurs, which has helped more than 83,552 women increase income.



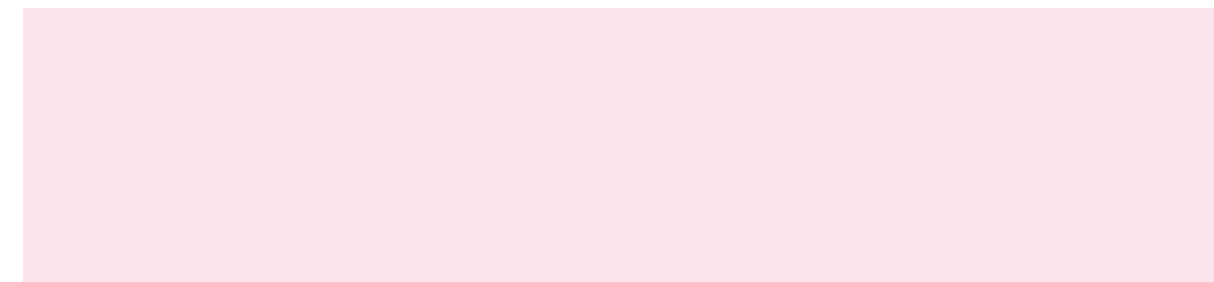
Mary Kay China Charity Fund

Projects supported by the Mary Kay China Charity Fund include:

- Raised a total of 350,000 yuan to help 70 girls with cleft lip and palate receive free surgery through donations and lipstick sales. Plus, 37 beauty consultants participated as volunteers to visit the surgery centers and encourage the children and families.
- From 2014 to 2021, Mary Kay China allocated a total of 4.45 million yuan to 879 girls with cleft lip and palate who needed help through donations and lipstick sales with the goal of completing 1,000 surgeries by 2023.
- Since 2015, VIVA Care for Children with Cancer has received continuous support from the fund for a research project on the treatment of childhood leukemia in China.
- Since inception, the Mary Kay China Charity Fund has donated 2.5 million yuan, benefitting 7,569 children in conjunction with Shanghai Children's Medical Center.
- The fund has donated 4,825 sets of desks and chairs to 19 schools in seven provinces including Hunan, Gansu, Xinjiang and Guizhou.
- In May of 2021, Mary Kay China launched the Beauty Class for Charity Volunteer Program, calling on independent beauty consultants to pass on the feelings of beauty and confidence to women who need to be cared for and cheered up through the iconic beauty classes. By the end of 2021, more than 900 independent beauty consultants had given more than 215 beauty classes to mothers with cancer, community workers, healthcare workers etc., serving more than 5,000 women.

Pink Changing Lives Community Fund

Mary Kay China set up the "Pink Changing Lives Volunteer Club" in 2012 to serve its communities by working with charitable causes. Volunteers actively carry out activities to care for vulnerable groups in the community and total volunteer time has reached approximately 400,000 hours.



Our Future: 2022

Mary Kay Women's Entrepreneurship Program

In 2001, Mary Kay China, in cooperation with China Women's Development Foundation, launched the Mary Kay Women's Entrepreneurship Program. The program provides interest-free revolving loans of RMB 10 million yuan to support women in poor areas to develop local handicraft, planting and breeding businesses to gain self-reliance skills.

In 2022, the program supported 4 women entrepreneur initiatives in the provinces of Heilongjiang, Ningxia, and Jilin. The initiatives directly benefited 133 women by increasing their annual per capita income by RMB 20,000 yuan.

To-date, the program has cumulatively released loans of 64.5 million yuan to 46,157 women entrepreneurs in 23 provinces to support their business and increased income for 84,020 women.

Mary Kay China Charity Program

Since March 2022, Chinese provinces and cities have suffered from COVID-19 epidemic. Mary Kay China has allocated a total of 1,049,800 yuan to donate protective materials and living supplies to 73 communities in 15 cities.

Thanks to the joint efforts of the company and Beauty Consultants, the "Smile 1000" project achieved its goal of raising funds for 1,000 cleft-lip repair surgeries by November (2014-2022). Taking 1,000 smiling faces, Mary Kay will respond to the 60 years of love from women around the world.

By May, 1,391 Beauty Consultant volunteers had delivered 331 beauty lessons to 9,147 women.

Initiated the "Pearl Retrieval Project", a project for helping girls from poor family with good character to enjoy equal and quality educational opportunities. Mary Kay will help those girls complete high school education.

Young Women's Future Fund

In 2022, in cooperation with Adream Foundation, the remaining fund balance will be used to build four Mary Kay Dream Classrooms in Jiangxi to enhance girls' literacy education.





Our Beyond: 2023-2030

Mary Kay China, through sponsored programs and funds, is committed to continue its philanthropic efforts to span across the urgent needs for women and children during the Decade of Action.

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