SEMINAR AWARDS 2025 QUALIFICATIONS, REWARDS AND FREQUENTLY ASKED QUESTIONS

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Seminar Awards Qualifications

QUEENS' COURTS

BEAUTY CONSULTANT AND SALES DIRECTOR QUEENS' COURTS OF PERSONAL SALES

QUALIFICATIONS:

Independent sales force members must have at least \$40,000 in personal retail sales[†] during the challenge time frame (July 1, 2024 – June 30, 2025).

Ranking of the Top 20, including the Queens and Runners-Up in each court, will be determined by personal retail sales.[†] Although the suggested retail value of the orders placed in a calendar month may be higher, up to \$13,000 in personal retail sales[†] per month will count toward your total challenge credit. The tiebreakers will be broken based on the adjusted retail amount of Section 1 orders placed during the Seminar challenge time frame.

QUEEN'S COURT OF SHARING

Independent sales force members must add 24 or more *Great Start*®-qualified* new personal team members whose Independent Beauty Consultant Agreements are received and accepted by the Company during the challenge time frame July 1, 2024, through June 30, 2025.

Ranking of the Top 20, including the Queen and Runners-Up, will be determined by personal team commissions earned on the 24 or more *Great Start®*-qualified* new personal team members. A maximum of 13 new personal team members may count toward the 24 required in any calendar month. A new personal team member who becomes *Great Start®*-qualified* will count toward the monthly maximum of 13 in the month her Independent Beauty Consultant Agreement is received and accepted by the Company, not the month she becomes qualified. If more than 13 new personal team members' Agreements are processed in a calendar month during the challenge time frame, the 13 with the highest commissions earned by the recruiter will count toward the maximum. Please note that a *Great Start®*-qualified* new personal team member who returns a product to the Company for repurchase during the challenge time frame, resulting in net wholesale Section 1 retail sales of less than \$600 at the end of the challenge time frame, will not count toward the Queen's Court of Sharing.

INDEPENDENT SALES DIRECTOR NEW OFFSPRING RETAIL CREDIT

Independent Sales Directors who debut one or more first-line U.S. offspring Sales Directors from July 1, 2024, through June 30, 2025, can count up to \$25,000 of their first-line offspring's unit retail sales volume[†] toward their own Unit Circle recognition. A first-line U.S. offspring Sales Director must maintain her status as an Independent Sales Director as of June 30, 2025, for the credit to be applied to the Senior Sales Director's year-end unit retail sales amount.

UNIT SALES

CIRCLE OF ACHIEVEMENT (\$300,000 – \$600,000)

QUALIFICATIONS:

Independent Sales Directors must achieve at least \$300,000 in unit retail sales volume[†] from July 1, 2024, through June 30, 2025. Recognition begins at \$300,000 in unit retail sales volume and continues in \$50,000 increments thereafter.

CIRCLE OF EXCELLENCE (\$650,000 – \$750,000)

QUALIFICATIONS:

Independent Sales Directors must achieve at least \$650,000 in unit retail sales volume[†] from July 1, 2024, through June 30, 2025. Recognition begins at \$650,000 in unit retail sales volume and continues in \$50,000 increments thereafter.

CIRCLE OF EXCELLENCE PRESTIGE (\$800,000 AND ABOVE)

QUALIFICATIONS:

Independent Sales Directors must achieve at least \$800,000 in unit retail sales volume[†] from July 1, 2024, through June 30, 2025. Recognition begins at \$800,000 in unit retail sales volume and continues in \$50,000 increments thereafter.

TOP 20 SALES DIRECTORS IN UNIT SALES (CIRCLE OF ACHIEVEMENT AND CIRCLE OF EXCELLENCE)

Ranking of the Top 20 Sales Directors in Unit Sales for each Seminar affiliation and nationwide, including the Queens and Runners-Up, will be determined by unit retail sales volume[†]. The tiebreakers will be broken based on the adjusted retail amount of Section 1 orders placed during the Seminar challenge time frame.

STAR ACHIEVEMENT

SINGLE STAR ACHIEVEMENT

QUALIFICATIONS:

- Independent Beauty Consultants who from July 1, 2024, through June 30, 2025, achieve one of the following two courts: Consultant Queen's Court of Personal Sales or the Queen's Court of Sharing.
- Independent Sales Directors who from July 1, 2024, through June 30, 2025, achieve one of the following three courts or unit sales: Sales Director Queen's Court of Personal Sales, Queen's Court of Sharing, or the Circle of Achievement or Circle of Excellence.

DOUBLE STAR ACHIEVEMENT

QUALIFICATIONS:

- Independent Beauty Consultants who from July 1, 2024, through June 30, 2025, achieve <u>both</u> the Consultant Queen's Court of Personal Sales and the Queen's Court of Sharing.
- Independent Sales Directors who from July 1, 2024, through June 30, 2025, achieve two of the following three courts or unit sales: Sales Director Queen's Court of Personal Sales, Queen's Court of Sharing, or the Circle of Achievement or Circle of Excellence.

TRIPLE STAR ACHIEVEMENT

QUALIFICATIONS:

 Independent Sales Directors who from July 1, 2024, through June 30, 2025, achieve the Sales Director Queen's Court of Personal Sales, the Queen's Court of Sharing, <u>AND</u> the Circle of Achievement or Circle of Excellence.

ADDITIONAL QUALIFICATION DETAILS

- Spouses may be Mary Kay Independent Beauty Consultants. However, there may be only one Independent Sales Director per spouse team. They may operate separately, just as if they were not related. However, for Company record purposes, one will be considered a personal team member of the other. In other words, the spouse of a Beauty Consultant must be recruited by that Beauty Consultant. The personal team commission and team-building bonus normally paid on team members will not be paid when a spouse recruits her/his spouse. The spouse will not count in any way toward Independent Sales Director qualification or any Company promotions or awards, including Court of Sharing, as well as qualification or maintenance of a Career Car under the Grand Achiever Career Car Program.
- Failure to wait out Agreement: Independent Beauty Consultants are not allowed to have two active Agreements. If an active independent sales force member submits a new Agreement to join another unit and fails to be inactive for one year prior to submitting the new Agreement, her recruiter could be unranked in the Queen's Court of Sharing.
- When participating in the Queens' Courts of Personal Sales, Queen's Court of Sharing, Circle of Achievement or Circle of Excellence, you are competing for ranking within your designated Seminar affiliation.
- Mary Kay Inc. reserves the right to make exceptions.

- If you debut as an Independent National Sales Director and achieve any of the courts and/or unit sales prior to
 your National Sales Director debut date, you will receive the reward associated with that court and/or unit
 sales. In addition, if a new National Sales Director achieves a higher Unit Circle, her Senior National Sales
 Director will also receive the \$1,000 bonus.
- Orders and Independent Beauty Consultant Agreements must be received and accepted by the Company from July 1, 2024, through June 30, 2025, to count toward Seminar 2025 challenge credit.
- To receive a reward, an Independent Beauty Consultant must be in good standing with the Company at the time the reward is presented.
- Independent sales force members in "T" status are not eligible to achieve the Seminar Awards Queen's Court
 of Sharing.
- The North America Region consists of the United States and Canada. When the Sales Directors in the North America Region come together, their ranking is based on final unit retail sales volume at Seminar close and combining both Canadian and U.S. achievers, dollar for dollar, for an overall regional ranking.
- For the purposes of Form 1099-NEC, if you have a backup withholding balance, you must pay the backup withholding balance in full by Nov. 30, 2025, in the same year the reward was earned. If the balance is not paid in full by Nov. 30, 2025, you will have forfeited your reward for that year.

[†]Retail sales are calculated on retail purchases of Section 1 products and on the suggested retail value of Section 1 product bonuses.

^{*}A Great Start®-qualified new personal team member is one who has personal retail sales of \$600 or more in wholesale Section 1 products within her/his Great Start® time frame. The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. The Great Start® time frame is the month her/his Agreement is received and accepted by the Company plus the following three calendar months. New Independent Beauty Consultants whose Agreements are received April through June 2025 must place the qualifying single initial order or cumulative orders by June 30, 2025.

Seminar Awards Rewards

QUEENS' COURTS

 BEAUTY CONSULTANT AND SALES DIRECTOR QUEENS' COURTS OF PERSONAL SALES

REWARDS:

- Court of Personal Sales achievers receive onstage recognition and their choice of the Radiant Rose Ring or a \$500 cash reward.
 - Radiant Rose Ring: 14-karat rose gold ring with 31 round brilliant-cut diamonds weighing approximately .40 carats, four baguette diamonds weighing approximately .12 carats and 10 multishaped white topaz weighing approximately 2.62 carats.

QUEEN'S COURT OF SHARING

REWARDS:

- Court of Sharing achievers receive onstage recognition and their choice of the Bee Fabulous Diamond Bee Pin or a \$525 cash reward.
 - Bee Fabulous Diamond Bee Pin: 10-karat yellow and white gold bee pin with 19 round brilliant-cut diamonds with a total weight of .75 carats.

UNIT SALES

CIRCLE OF ACHIEVEMENT OR CIRCLE OF EXCELLENCE

REWARDS: Each Independent Sales Director who:

- Achieves the Circle of Achievement or Circle of Excellence will receive onstage recognition and a
 plaque with her name and circle achieved OR a cash reward option. Circle of Achievement = \$50
 cash reward. Circle of Excellence = \$75 cash reward.
- Achieves a higher Unit Circle than her previous year will receive a \$1,000 bonus.
- Exceeds all previous years' unit retail sales volume starting at \$300,000 unit retail sales volume and every \$50,000 increment thereafter will receive a Diamond Bar Pin.
 - O Diamond Bar Pins are 10-karat yellow and white gold pins with 36 round brilliant-cut diamonds weighing approximately .65 carats.

CIRCLE OF ACHIEVEMENT (\$500,000 – \$600,000)

REWARDS: In addition to the rewards listed for **Circle of Achievement** and **Circle of Excellence** above, each Independent Sales Director who achieves the Circle of Achievement \$500,000 or above will receive the choice of the Precious Petals Ring or a \$3,750 cash reward.

 Precious Petals Ring: 14-karat white gold rhodium-plated ring with 139 round brilliant-cut diamonds weighing approximately 3.00 carats.

CIRCLE OF EXCELLENCE (\$650,000 – \$750,000)

REWARDS: In addition to the rewards listed for **Circle of Achievement** (\$500,000 – \$600,000) above, each Independent Sales Director who achieves the Circle of Excellence will:

- Earn the Top Sales Director Trip. See the 2025 Top Sales Director Trip page on Mary Kay InTouch® for details.
- Earn the 2025 Top Sales Director Trip Budapest charm. The first time a trip is achieved, the trip charm bracelet is awarded so you can start collecting the many years of trip charms ahead.

CIRCLE OF EXCELLENCE PRESTIGE (\$800,000 – \$950,000)

REWARDS: In addition to the rewards listed for **Circle of Achievement** and **Circle of Excellence** above, each Independent Sales Director who achieves the Circle of Excellence Prestige will:

- Receive the choice of the Precious Petals Ring plus a \$500 cash reward, the Prestige Ring or a \$4.250 cash reward.
 - Precious Petals Ring: 14-karat white gold rhodium-plated ring with 139 round brilliant-cut diamonds weighing approximately 3.00 carats.
 - Prestige Ring: 18-karat white gold ring with 107 prong-set round brilliant-cut diamonds weighing approximately 4.00 carats.
- Earn both the 2025 Top Sales Director Trip and the Prestige Trip. See the 2025 Top Sales Director Trip page on Mary Kay InTouch® for details.
- Earn the 2025 Top Sales Director Prestige Trip Budapest charm and the Prague charm.

CIRCLE OF EXCELLENCE MILLION (\$1,000,000 AND ABOVE)

REWARDS: In addition to the rewards listed for **Circle of Excellence Prestige** above, each Independent Sales Director who achieves the Circle of Excellence Million will receive:

- A \$5.000 bonus.
- A hotel suite for the No. 1 Independent Sales Director in the North America Region on the 2025 Top Sales Director Trip. All other rooms will be assigned in the order of regional ranking.
- A personalized robe for the Million-Dollar Slumber Party (trip attendance not required).
- Business-class airline upgrade on the 2025 Top Sales Director Trip.
- Exciting onstage recognition with your unit at Seminar.
- Luxury transportation provided for the Seminar Awards Show.*
- The Million-Dollar charm to wear on your Top Sales Director Trip bracelet.
- Your portrait displayed in the Million-Dollar Sales Director room at The Mary Kay Building.
- An exclusive invitation to Legacy Weekend.

An Independent Sales Director who achieves \$2,000,000 in unit retail sales volume will receive the Circle of Excellence Million rewards above PLUS an additional \$5,000 bonus for a total of \$10,000.

The No. 1 Independent Sales Director in the North America Region will host the Million-Dollar Slumber Party in their suite during the 2025 Top Sales Director Trip.

*Million-Dollar Independent Sales Directors must stay in a Mary Kay-contracted hotel to be eligible for the luxury transportation.

NOTE: Rewards and perks that are distributed while on the trip are for trip attendees only.

TOP 3 OF THE QUEENS' COURTS OR UNIT SALES

RUNNERS-UP

In addition to the Courts or Unit Sales reward(s), the Runners-Up (No. 2 and No. 3) of the Courts or Unit Sales will receive BOTH the Runner-Up Tiara Ring or a \$1,200 cash reward AND the Runner-Up Bee Pin or a \$1,200 cash reward.

- Runners-Up Tiara Ring: 14-karat white gold ring with 49 prong-set round brilliant-cut diamonds weighing approximately 1.37 carats.
- Runners-Up Diamond Bee Pin: 10-karat yellow and white gold pin with 19 round brilliant-cut diamonds weighing approximately 1.10 carats.

QUEENS

In addition to the Courts or Unit Sales reward(s), the Queens (No. 1) of the Courts or Unit Sales will receive BOTH the Queen Crown Ring or a \$2,600 cash reward AND the Queen Diamond Bee Pin or a \$2,150 cash reward PLUS a \$350 cash reward for themselves or a loved one.

- Queen Crown Ring: 14-karat white gold ring with 78 prong-set round brilliant-cut diamonds weighing approximately 2.00 carats.
- Queen Diamond Bee Pin: 10-karat yellow and white gold pin with 21 round brilliant-cut diamonds weighing approximately 1.75 carats.

STAR ACHIEVEMENT

SINGLE STAR ACHIEVEMENT

REWARDS: Each Independent Beauty Consultant and Independent Sales Director who qualifies will receive the reward associated with the Court or Unit Sales she achieved and onstage recognition.

DOUBLE STAR ACHIEVEMENT

REWARDS: Each Independent Beauty Consultant and Independent Sales Director who qualifies will receive the reward associated with the Courts or Unit Sales she achieved, a \$100 cash reward and onstage recognition.

TRIPLE STAR ACHIEVEMENT

REWARDS: Each Independent Sales Director who qualifies will receive the reward associated with the Courts and Unit Sales she achieved, a \$100 cash reward, onstage recognition and the diamond loop or pendant from the Triple Star Jewelry Collection associated with the number of years she has earned this reward. The Triple Star Jewelry Collection comprises a 14-karat white gold wire necklace with add-on diamond charms. In the first year, she will receive the wire necklace and a diamond loop. Each year after, two spacers, a new loop or a pendant is added. When she achieves this reward for 10 years, she will receive the dazzling diamond earrings. Starting on the 11th year of achieving this challenge, she will receive a \$1,200 cash reward every year she earns Triple Star Achievement. See the Triple Star Jewelry Collection Explanation in the Document Library on *Mary Kay InTouch*®.

Seminar Awards Challenge FAQs

WHAT IS THE SEMINAR AWARDS CHALLENGE?

The Seminar Awards Challenge is a yearlong challenge based on your personal retail sales, personal team members and unit sales volume. There are three Seminar Awards Queens' Courts and Unit Sales: Beauty Consultant Queen's Court of Personal Sales, Sales Director Queen's Court of Personal Sales, Queen's Court of Sharing and Circle of Achievement or Circle of Excellence.

2. WHAT DOES GREAT START®-QUALIFIED MEAN?

A *Great Start*®-qualified new personal team member is one who has personal retail sales of \$600 or more in wholesale Section 1 products within the *Great Start*® time frame. The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. The *Great Start*® time frame is the month her/his Agreement is received and accepted by the Company plus the following three calendar months. New Independent Beauty Consultants whose Agreements are received April through June 2025 must place the qualifying single initial order or cumulative orders by June 30, 2025.

EXAMPLES:

NEW PERSONAL TEAM MEMBER	AGREEMENT DATE	ORDER TYPE AND DATE		WHOLESALE ORDER AMOUNT	QUALIFIED FOR SEMINAR COURT OF SHARING?
Angie	June 30, 2024	Initial Order	July 10, 2024	\$600	NO
Sherly	July 6, 2024	Initial Order	July 29, 2024	\$300	YES!
		2nd Order	Aug. 15, 2024	\$100	
		3rd Order	Sept. 10, 2024	\$200	
Natalie	July 31, 2024	Initial Order	Nov. 2, 2024	\$600	NO
Kim	Aug. 1, 2024	Initial Order	Sept. 2, 2024	\$225	YES!
		2nd Order	Oct. 8, 2024	\$225	
		3rd Order	Nov. 10, 2024	\$50	
		4th Order	Nov. 30, 2024	\$100	
Rachel	May 31, 2025	Initial Order	July 16, 2025	\$600	NO

3. DO I NEED TO BE REGISTERED FOR AND ATTEND SEMINAR TO BE RANKED IN THE TOP 20 OF THE COURTS OR UNIT SALES?

No. You do not need to be registered for or attend Seminar to be ranked in the Top 20 of the Courts or Unit Sales.

4. IF I ACHIEVE A COURT OR UNIT SALES BUT DO NOT ATTEND SEMINAR, WILL MY NAME BE ANNOUNCED?

No. Event recognition is an event perk and will only be rewarded to achievers who attend Seminar, except the Top 20 achievers. Top 20 achievers who do not attend Seminar will have their names announced during the Awards Show. Top 3 achievers who do not attend Seminar will have their photos displayed and their names announced during the Awards Show. All independent sales force members who achieve a Court or Unit Sales will receive recognition in Recognition Central on *Mary Kay InTouch*® regardless of their registration status.

5. IF A TOP 3 INDEPENDENT SALES DIRECTOR IN UNIT SALES IS NOT REGISTERED TO ATTEND SEMINAR, HOW WILL THE SPEECH ON DAY 3 BE HANDLED?

The speeches are one of the best parts of Seminar! For that reason, the Top 3 Sales Director speeches at Seminar will remain an event perk for the Top 3 Independent Sales Directors in Unit Sales who are registered by the registration deadline and attend Seminar.

6. IF I'M IN THE TOP 20/TOP 3 OF A COURT AND/OR UNIT SALES BUT I'M NOT REGISTERED FOR SEMINAR. WHEN WILL I RECEIVE MY REWARDS?

If you do not attend Seminar, we will mail your Seminar Awards by the end of September. No additional items will be mailed.

7. WHY IS THERE A MAXIMUM OF \$13,000 IN PERSONAL RETAIL SALES† PER MONTH IN THE QUEENS' COURTS OF PERSONAL SALES?

Although the suggested retail value of the orders placed in a calendar month may be higher, no more than \$13,000 in personal retail sales† per month will count toward your total challenge credit. This rule was created to encourage consistent yearlong retail selling throughout the Seminar year. Any order placed should be tied to legitimate customer demand. This safeguard is in place to ensure that Independent Beauty Consultants are not purchasing inventory or products simply to maintain their status or to receive recognition.

8. WHY IS THERE A MAXIMUM OF 13 NEW PERSONAL TEAM MEMBERS PER MONTH IN THE QUEEN'S COURT OF SHARING?

A new personal team member who becomes *Great Start*[®]-qualified* will count toward the monthly maximum of 13 in the month her Independent Beauty Consultant Agreement is received and accepted by the Company, not the month she becomes qualified. If more than 13 new personal team members' Agreements are received and accepted by the Company in a calendar month during the challenge time frame, the 13 with the highest commissions earned by the recruiter will count toward the maximum. This rule was created to encourage consistent team-building throughout the Seminar year.

Every individual who submits an Agreement to the Company must have the intent to run a Mary Kay business. This safeguard is in place to avoid fraud and to help prevent the submission of Agreements simply to maintain status or obtain recognition.

9. MY GOAL IS TO ACHIEVE THE COURT OF PERSONAL SALES, BUT I NEED TO PLACE AN ORDER HIGHER THAN THE \$13,000 CAP. CAN I GET AN EXCEPTION?

Although the suggested retail value of the orders placed in a calendar month may be higher, no more than \$13,000 in personal retail sales† per month will count toward your total challenge credit. This rule was created to encourage consistent yearlong retail selling throughout the Seminar year. Any order placed should be tied to legitimate customer demand. This safeguard is in place to ensure that Independent Beauty Consultants are not purchasing inventory or products simply to maintain their status or to receive recognition.

10. I DEBUTED AS AN INDEPENDENT SALES DIRECTOR DURING THE SEMINAR YEAR. IN WHICH QUEEN'S COURT OF PERSONAL SALES WILL I BE RECOGNIZED?

If you debut prior to July 1, 2025, you will be recognized in the Sales Director Queen's Court of Personal Sales. If you debut July 1, 2025, you will be recognized in the Beauty Consultant Queen's Court of Personal Sales.

11. DO PRODUCT BONUS BUNDLES COUNT TOWARD MY PERSONAL RETAIL SALES AND UNIT RETAIL SALES VOLUME?

Yes. Your personal retail sales[†] are based on the purchase of retail Section 1 products for sale to end consumers and on the suggested retail value of any Section 1 product bonus bundles.

12. MY OFFSPRING INDEPENDENT SALES DIRECTOR HAS LOST HER SALES DIRECTOR STATUS. WILL HER UNIT RETAIL SALES VOLUME BE ADDED TO MY UNIT RETAIL SALES VOLUME?

No. Unit retail sales volume from the months your offspring was a Sales Director will NOT be added to your unit retail sales volume.

13. IF MY NEW UNIT MEMBER WAS PREVIOUSLY AN INDEPENDENT BEAUTY CONSULTANT BUT BECAME INACTIVE AND THEN SUBMITTED A NEW INDEPENDENT BEAUTY CONSULTANT AGREEMENT DURING THE QUALIFICATION TIME FRAME, DOES SHE/HE COUNT TOWARD THIS CHALLENGE?

Yes. If she/he terminated her/his Mary Kay business by being inactive for a minimum of 13 months and then submitted a new Independent Beauty Consultant Agreement, has a new Consultant number and her/his new Independent Beauty Consultant Agreement is received and accepted during the qualification time frame, she/he would count toward this challenge.

14. HOW CAN I TRACK MY RETAIL SALES AND PERSONAL TEAM MEMBERS?

Reports have been created for all Seminar Courts and Unit Sales and are posted on *Mary Kay InTouch*[®] in your *myBusiness*[™] Reports:

- Queens' Courts of Personal Sales.
- · Queen's Court of Sharing.
- Unit Sales (Circle of Achievement and Circle of Excellence).

15. WHEN ARE NEGATIVE ADJUSTMENTS APPLIED?

- Personal negative adjustments are deducted instantly.
- Circle of Achievement or Circle of Excellence negative adjustments:
 - If adjustments are made in the same month that the order was placed, the adjustments are deducted instantly.
 - If adjustments are made any month after the month that the order was placed, adjustments are deducted two months after the adjustment is processed.
- Great Start®-qualified* team members' negative adjustments are deducted the month they are adjusted. This includes May and June adjustments.

16. WILL I RECEIVE A FORM 1099-NEC FOR MY REWARD?

Yes. As an independent business owner, you are required to report your Mary Kay business activities to the IRS, including rewards received from Mary Kay. Per the IRS, Mary Kay will issue a Form 1099-NEC for Independent Beauty Consultants and Independent Sales Directors who receive commissions or rewards in excess of \$600 in a calendar year. You will also receive this form if your wholesale purchases total \$5,000 or more in a calendar year.

17. AS AN INDEPENDENT NATIONAL SALES DIRECTOR, CAN I PURCHASE ANY OF THE REWARDS OFFERED IN MARY KAY CHALLENGES AND PROMOTIONS?

No. Unfortunately, National Sales Directors cannot purchase any rewards offered in Mary Kay challenges and promotions. We work with our vendors to order ahead of time to work out quantities for our challenge achievers, which leaves us with little to no inventory.

18. INDEPENDENT NATIONAL SALES DIRECTORS USED TO BE ABLE TO PURCHASE REWARDS. WHY HAS THAT CHANGED?

Our system can't support this. It causes issues in our system due to National Sales Directors not participating in the challenge. In addition, our vendors can't support small quantity orders.

19. I HAVE A BACKUP WITHHOLDING BALANCE. CAN I STILL GET MY REWARD?

Yes. However, you must pay your backup withholding balance in full at the time your reward is awarded to guarantee you'll receive a reward. If your backup withholding balance is not paid in full as soon as possible, we may run out of inventory.

In addition, for the purposes of Form 1099-NEC, if you have a backup withholding balance, you must pay the backup withholding balance in full by Nov. 30, 2025, in the same year the reward was earned. If the balance is not paid in full by Nov. 30, 2025, you will have forfeited your reward for that year.

20. I WOULD LIKE TO OPT OUT OF ALL REWARDS FOR THE ENTIRE SEMINAR YEAR. WHOM DO I NEED TO CONTACT?

You can contact the Consultant Success Center at 800-272-9333, Option 2, then Option 3.

21. I QUALIFIED TO RECEIVE A REWARD, BUT I'M NO LONGER AN INDEPENDENT BEAUTY CONSULTANT. DO I STILL RECEIVE MY REWARD?

No. To receive a reward, an Independent Beauty Consultant must have an active Independent Beauty Consultant Agreement with the Company and be in good standing at the time the reward is presented.

[†]Retail sales are calculated on retail purchases of Section 1 products and on the suggested retail value of Section 1 product bonuses.

^{*}A *Great Start*®-qualified new personal team member is one who has personal retail sales of \$600 or more in wholesale Section 1 products within the *Great Start*® time frame. The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. The *Great Start*® time frame is the month your Agreement is received and accepted by the Company plus the following three calendar months. New Independent Beauty Consultants whose Agreements are received April through June 2025 must place the qualifying single initial order or cumulative orders by June 30, 2025.

New Offspring Retail Credit FAQs

1. I HAVE NEW OFFSPRING RETAIL CREDIT. WHEN WILL IT BE ADDED TO MY UNIT RETAIL SALES VOLUME?

You will see New Offspring Retail Credit reflected in your Circle of Achievement report and in your Seminar Tracking Report starting the morning of July 1. We will run daily updates starting July 1. Because of the volume of orders that we need to process for Seminar year-end, all retail sales calculations, including the New Offspring Retail Credit amounts, will continue to be updated daily until June business is closed.

WHAT DOES IT MEAN WHEN WE SAY "ONE OR MORE"?

It means that you need to debut at least one new first-line U.S. offspring Independent Sales Director to earn the New Offspring Retail Credit, but there is no limit to how many new offspring Sales Directors you can earn the credit for. The more offspring Sales Directors you debut during the challenge time frame, the more retail credit you could earn at the end of the year.

You can earn up to a maximum of \$25,000 in retail credit for each of your offspring Sales Directors' unit retail sales volume during the challenge time frame.

CHALLENGE EXAMPLES:

NEW FIRST-LINE OFFSPRING INDEPENDENT SALES DIRECTOR	UNIT RETAIL SALES VOLUME	CREDIT TOWARD YOUR UNIT CIRCLE	
Janice	\$10,000	\$10,000	
Katie	\$25,000	\$25,000	
Taylor	\$40,000	\$25,000	

3. WHAT DOES "WITHIN THE SEMINAR YEAR" MEAN?

With respect to the New Offspring Retail Credit rules, "within the Seminar year" means that your offspring Sales Director must debut July 2024 through June 30, 2025.

4. WHAT DOES "CAN COUNT UP TO \$25,000 OF THEIR OFFSPRING'S UNIT RETAIL SALES VOLUME TOWARD THEIR OWN UNIT CIRCLE RECOGNITION" MEAN?

This means that as your new offspring Sales Director begins a new unit, you are eligible to earn credit for the unit retail sales volume that the new unit accrues through June 30, 2025, with a maximum credit of \$25,000 per offspring Sales Director.

At the end of the Seminar year, the amount of unit retail sales volume your offspring Sales Director has accrued (with a maximum of \$25,000 per offspring) can be added to your year-end unit retail sales volume amount if the offspring Sales Director maintains Independent Sales Director status as of June 30, 2025. It is not an automatic \$25,000.

WHY IS IT CALLED A RETAIL "CREDIT"?

It is called a retail credit because it will not be added to your Circle of Achievement or Circle of Excellence unit retail sales volume until the end of the challenge time frame.

In order to earn the retail credit at the end of the year, your offspring Independent Sales Director(s) must maintain their Sales Director status as of June 30, 2025.

6. WHAT HAPPENS TO MY NEW OFFSPRING RETAIL CREDIT IF THE OFFSPRING INDEPENDENT SALES DIRECTOR DOES NOT MAINTAIN SALES DIRECTOR STATUS DURING THE CHALLENGE TIME FRAME?

If your offspring Sales Director does not maintain her Sales Director status, you will immediately lose the retail credit you have accrued from her unit retail sales volume, and it will no longer be reflected in your online reports.

7. I DEBUTED AS AN INDEPENDENT SALES DIRECTOR DURING THE CHALLENGE TIME FRAME. WHAT HAPPENS IF I AM NOT A SALES DIRECTOR AT THE END OF THE CHALLENGE TIME FRAME?

If you are not a Sales Director at the end of the challenge time frame, you are not eligible to earn the New Offspring Retail Credit.

8. I DEBUTED AS AN INDEPENDENT SALES DIRECTOR DURING THE CHALLENGE TIME FRAME. WHAT HAPPENS TO MY NEW OFFSPRING RETAIL CREDIT IF I LOSE MY SALES DIRECTOR STATUS DURING THE CHALLENGE TIME FRAME BUT THEN REGAIN IT DURING THE CHALLENGE TIME FRAME?

If this happens, only the unit retail sales volume from your new unit will count toward Circle of Achievement or Circle of Excellence. In addition, you are eligible to receive the New Offspring Retail Credit for any first-line offspring Sales Directors you personally debut from your new unit.

CAN I EARN ADDITIONAL NEW OFFSPRING RETAIL CREDIT WHEN MY SECOND-LINE INDEPENDENT SALES DIRECTOR MOVES UP TO MY FIRST LINE?

No. You must personally debut the first-line offspring in order to earn the New Offspring Retail Credit.

10. CAN I USE THIS NEW OFFSPRING RETAIL CREDIT TOWARD ON-TARGET RANKING AND REWARDS AT LEADERSHIP CONFERENCE?

No. This is a credit only and will not count toward your unit retail sales volume until the end of the challenge time frame.

11. WHAT IF I DEBUT AS AN INDEPENDENT NATIONAL SALES DIRECTOR DURING THE CHALLENGE TIME FRAME?

If you debut as an Independent National Sales Director during the challenge time frame, you are eligible to earn the amount of retail credit your new offspring Sales Director(s) have accrued up through your last month as an Independent Sales Director (the maximum credit per offspring Sales Director is \$25,000).

However, for you to earn the retail credit your offspring Sales Directors have accrued up to that point, your offspring Sales Directors must maintain their Sales Director status through June 30, 2025.

12. HOW CAN I TRACK THIS CREDIT?

The credit will be tracked in the Unit Sales report on Mary Kay InTouch® in your myBusiness™ Reports.

13. WHEN IS THE NEW OFFSPRING RETAIL CREDIT APPLIED AT THE END OF THE CHALLENGE TIME FRAME?

You will see the New Offspring Retail Credit reflected in your Circle of Achievement report and in your Seminar Tracking report starting the morning of July 1.

Because of the volume of orders that we need to process for Seminar year-end, all retail sales calculations, including the New Offspring Retail Credit amounts, will continue to be updated daily until June business is closed.

Retail sales are calculated on retail purchases of Section 1 products and on the suggested retail value of Section 1 product bonuses.

Seminar Awards North America Region Ranking FAQs

WHAT IS REGIONAL RANKING?

The North America Region consists of the United States and Canada. When the Independent Sales Directors in the North America Region come together, their ranking is based on final unit retail sales volume at Seminar close and is calculated by combining both Canadian and U.S. achievers, dollar for dollar, for an overall regional ranking.

WHERE IS REGIONAL RANKING USED?

- Top Sales Director Trip regional ranking: For purposes of the Top Sales Director Trip, ranking of Sales Director achievers is based on final unit retail sales volume at Seminar close and is calculated by combining both Canadian and U.S. achievers, dollar for dollar, for an overall regional ranking. The No. 1 ranked Sales Director in the North America Region is eligible to earn a suite and is invited to host the Million-Dollar Independent Sales Director Slumber Party held on the Top Sales Director Trip. All Million-Dollar Independent Sales Directors are eligible to earn additional special perks on the Top Sales Director Trip. All achievers are assigned rooms based on ranking.
- Leadership Conference regional ranking: For purposes of Leadership Conference, ranking of Sales
 Directors is based on final unit retail sales volume at Seminar close and is calculated by combining
 both Canadian and U.S. achievers, dollar for dollar, for an overall regional ranking. On-target ranking
 of Sales Director achievers is based on year-to-date unit retail sales volume and is calculated by
 combining both Canadian and U.S. achievers, dollar for dollar, for an overall on-target regional
 ranking.
- · Legacy Weekend regional ranking.

3. WHAT HAPPENS IF THE NO. 1 RANKED INDEPENDENT SALES DIRECTOR IN THE NORTH AMERICA REGION DOES NOT ATTEND THE TOP SALES DIRECTOR TRIP?

If the No. 1 ranked Sales Director in the North America Region does not attend the trip, the next Sales Director in ranking order is eligible to earn the No. 1 Sales Director suite and will host the Million-Dollar Sales Director Slumber Party.

4. HAS THERE EVER BEEN A CANADIAN WHO WAS THE NO. 1 INDEPENDENT SALES DIRECTOR IN THE NORTH AMERICA REGION?

In 2021, the North America Region had its first Canadian No. 1 ranked Sales Director. Until then, the highest ranking Canadian within the North America Region was No. 2 in 2012.

5. WHERE ARE THE REGIONAL RANKING RULES PUBLISHED?

The rules can be found in the Seminar Awards Qualifications above.

6. WHERE CAN I FIND THE NORTH AMERICA REGION RANKING?

On-target North America regional ranking is published on *Mary Kay InTouch*® through April month end. Final regional ranking is revealed on the Top Sales Director Trip.

WHY IS THE EXCHANGE RATE NOT TAKEN INTO CONSIDERATION WHEN RANKING U.S. AND CANADIAN SALES DIRECTORS?

Due to the fluctuation of the currency exchange rate, U.S. and Canadian Sales Directors are ranked dollar for dollar on Seminar year-end unit retail sales volume.

Seminar Awards Reward Selections FAQs

I'M ON-TARGET TO ACHIEVE A SEMINAR COURT AND/OR UNIT SALES. WHEN CAN I MAKE MY SELECTION?

The reward selection process will start in March and will continue each month thereafter through June. If you are on-target for any Seminar Court and/or Unit Sales during this time frame, you will receive an email requesting your selection. It is imperative that you make your selection as soon as possible. If you are ontarget and did not receive an email or action item on *Mary Kay InTouch*[®], feel free to call the Consultant Success Center at 800-272-9333, Option 2, then Option 3. All selections must be made by July 1, 2025. If a selection is not made by July 1, 2025, your reward will automatically default to the cash reward option.

IMPORTANT NOTE: The Mary Kay Prize Department will not make outgoing calls to take your reward selection. All orders must be processed through *Mary Kay InTouch*® when you receive the action item.

I HAVE MADE MY SEMINAR AWARDS REWARD SELECTION. IS ITS ARRIVAL GUARANTEED BY SEMINAR?

When you receive an on-target email, you can make your award selection. This selection assists us in forecasting and ordering. Orders are placed in bulk before the challenge closes and before year-end reports are final. You are not considered an achiever of the challenge until the challenge has closed and year-end reports have been finalized. You are simply considered on-target until that time. Once year-end reports are finalized, those who achieved the challenge have a jewelry piece ordered for them based on their selection. If your selection is made before the July 1, 2025, deadline, we should receive it by Seminar. If the selection is made after the deadline, we will try our best to have it for you by Seminar, but it is not guaranteed.

WILL REWARDS FROM PAST SEMINAR AWARDS BE AVAILABLE?

Yes. We have a limited number of rewards from past Seminar Awards available for the Courts of Personal Sales and the Half-Million-Dollar Circle of Achievement and above. A list of these rewards can be found on *Mary Kay InTouch*® through the link provided in your on-target email or on the Seminar Awards webpage. To make your selection for a past reward, you must call the Consultant Success Center at 800-272-9333, Option 2, then Option 3. These selections are final.

4. WHY IS THERE ONLY ONE RING AVAILABLE FOR THE QUEEN'S COURT OF PERSONAL SALES?

After analyzing ring selections in past years, we have found that a very high percentage of our achievers end up selecting the same ring – we usually have a clear winner! So, rather than giving our achievers multiple ring options, we can now focus our design efforts on one amazing ring. Plus, by having a single "ring of the year" to signify the court, you can easily identify a Queen's Court of Personal Sales achiever and congratulate them on their incredible achievements!

5. WHAT IF I SELECT A HALF-MILLION-DOLLAR CIRCLE OF ACHIEVEMENT RING AND ACHIEVE \$800,000 CIRCLE OF EXCELLENCE PRESTIGE?

If you achieve \$800,000 Circle of Excellence Prestige or above, you have the three options listed below. If you choose Option 2 or 3, you must call the Consultant Success Center at 800-272-9333, Option 2, then Option 3, to make your selection.

- Option 1: Half-Million-Dollar Circle of Achievement ring plus a \$500 cash reward
- Option 2: Prestige Ring
- Option 3: \$4,250 cash reward

6. WHAT ARE ALL THE POTENTIAL CASH REWARDS I CAN EARN FOR SEMINAR AWARDS?

- Queens' Courts of Personal Sales = \$500
- Queen's Court of Sharing = \$525
- Half-Million-Dollar Circle of Achievement and Circle of Excellence (\$500,000 \$750,000) = \$3,750

- Circle of Excellence Prestige (\$800,000 and above) = \$4,250
- Double Star Achievement and Triple Star Achievement = \$100
- Triple Star Achievement 11+ years = \$1,200
- Higher Unit Circle Bonus = \$1,000
- Circle of Achievement cash reward in lieu of plague = \$50
- Circle of Excellence cash reward in lieu of plaque = \$75

7. WHEN WILL I RECEIVE MY SEMINAR AWARDS REWARD(S)?

If you attend Seminar, you can pick up your Seminar Awards reward(s) on Day 2 during the Awards Show at the booth in the lobby of Hall F. If you do not attend Seminar, your reward(s) will be mailed to you by the end of September. There is a lengthy process to ensure that all high-valued rewards are accounted for and received back into inventory properly. We understand you are very eager to receive your reward(s), but we ask for your patience while we complete this process accurately. You should receive your beautiful jewelry very soon!

If the cash reward is selected, you will receive your cash reward via direct deposit by the end of your Seminar or sooner. Queen and Runner-Up cash rewards will be directly deposited after your Seminar.

8. WHEN WILL I RECEIVE MY CASH REWARD?

The cash rewards for all Seminar Awards will be directly deposited into your account by the end of your Seminar or sooner. If direct deposit is not set up with Mary Kay, you will receive your cash reward via a Visa Paycard. This includes the Double Star and Triple Star Achievement cash rewards as well as the Higher Unit Circle Bonus.

9. I DID NOT ATTEND SEMINAR. WHEN CAN I EXPECT MY SEMINAR AWARDS REWARD(S)?

If you do not attend Seminar, your reward(s) will be mailed by the end of September. The process to ship your reward(s) will start after ALL Seminars are over. There is a detailed process to ensure that all high-valued rewards are accounted for and received back into inventory properly. We understand you are very eager to receive your reward(s), but we ask for your patience while we complete this process accurately. You should receive your beautiful jewelry very soon!

10. CAN I CHANGE MY SEMINAR AWARDS REWARD?

Yes and no. You may change your Seminar Awards reward selection as long as it is changed by the deadline, but ONLY if the reward is not considered a custom order or special request. Seminar Awards rewards from prior years are considered custom orders. For more information, please contact the Consultant Success Center at 800-272-9333, Option 2, then Option 3.

If you do not make a selection by the July 1, 2025, deadline, your reward will default to a cash reward, and we will not make a change. To close out Seminar, we have to load reward selections for all Seminar Awards achievers. We make many attempts to contact all achievers before moving them to a cash reward. Once a cash reward has been deposited, we are unable to make the change to a physical reward.

11. WHAT QUALIFIES AS A SPECIAL REQUEST?

A special request is anything other than the four sizes we offer: sizes 6, 7, 8 and 9. For example, if you request a size 10 or a half-size, such as a size 7.5, your request is considered a special request because those sizes are not offered as selections on *Mary Kay InTouch*[®]. Please note that this special request cannot be exchanged for a ring of another size or the cash reward because it was ordered specifically for you.

12. WHEN DO I RECEIVE MY CIRCLE OF ACHIEVEMENT/CIRCLE OF EXCELLENCE PLAQUE?

The plaque will be shipped to your address on file by the end of September.

Seminar Awards Warranty, Replacement Information, Jewelry Care and Repairs FAQs

Wearing your accomplishments with gorgeous exclusive Seminar jewelry is a treasured part of our Mary Kay heritage, and it is one we intend to continue. Caring for these precious pieces is important and that is why we partner with our jewelry company to provide a one-year warranty for all jewelry after it is awarded. If repair falls within the guidelines listed below, you may contact the Consultant Success Center at 800-272-9333, Option 2, then Option 3, anytime during that one-year warranty time frame to have jewelry repaired.

Warranty Guidelines:

- The one-year warranty ends in September of the following Seminar year.
- The warranty is voided if the jewelry is taken to another jeweler during the one-year warranty.
- The warranty covers manufacturer defects and one resize. If the resizing falls outside of the sizing tolerance, we will not be able to replace your ring. Therefore, we recommend that you go to a local jeweler prior to making your size selection to ensure you select the correct size.
- Independent sales force members are responsible for payment of repairs that occur after the warranty deadline. If you are unsure if the repair is covered under warranty, please contact Consultant Success Center at 800-272-9333. Option 2. then Option 3.
- There is no guarantee that a repair is covered under the warranty or that the jeweler can repair your jewelry.

Additional Notes:

- Employees can no longer receive jewelry for repairs. You must contact the Consultant Success Center at 800-272-9333, Option 2, then Option 3.
- Mary Kay Inc. no longer accepts jewelry to be appraised by our jewelry company.
- National Sales Directors: Mary Kay will continue to repair your NSD Jewelry (NSD bracelet, necklace and earrings). Any Seminar Awards jewelry earned prior to becoming an NSD will not be repaired by Mary Kay.

After the one-year warranty deadline, it is your responsibility to use a local and trusted jeweler to get your jewelry repaired at your cost. This helps you avoid the risk of lost jewelry in the mail and saves you fees to insure fine jewelry when shipped. Of course, if you cannot find a local and trusted jeweler, you may contact Consultant Success Center at 800-272-9333, Option 2, then Option 3, for our jewelry company information. Please know that if you choose to work directly with our jewelry company, Mary Kay Inc. will not manage any part of the repair process.

1. HOW DO I KNOW IF MY SEMINAR AWARDS JEWELRY IS STILL WITHIN THE ONE-YEAR WARRANTY?

The one-year warranty starts in July (or September for those who do not attend Seminar), the year you received the Mary Kay jewelry, and will go through the end of September of the following year. For example, if the Seminar Awards jewelry is earned at Seminar 2025, the warranty will end Sept. 30, 2026.

2. WHAT IS AN APPRAISAL?

An appraisal is a detailed document created by the jewelry company that provided the jewelry to determine its monetary value. Appraisals are for insurance purposes, and we highly recommend that you insure your Mary Kay jewelry in case of loss or theft.

3. WHEN WILL I RECEIVE MY APPRAISAL FOR MY SEMINAR AWARDS JEWELRY?

Appraisals will be available for download around Oct. 1. Find these on *Mary Kay InTouch*® in your *myBusiness*SM Reports. You MUST print your appraisal(s) by Dec. 31, 2025.

4. WHY DO I NEED TO PRINT OR SAVE MY JEWELRY APPRAISAL?

Appraisals are proof of ownership of your jewelry piece. If the jewelry piece is lost or stolen and insured, the insurance company can use the appraisal to replace the item at the value stated on the appraisal. Please consult with your insurance company for specific information on what it requires in terms of appraisals for your jewelry. As a reminder, if the appraisal for the jewelry earned at Seminar 2025 is not printed by Dec. 31, 2025, you will have to purchase a new appraisal either through your local jeweler or by contacting the jewelry

company that provided your jewelry to Mary Kay Inc. NO EXCEPTIONS. Mary Kay is unable to process requests for appraisal replacements.

5. DOES MY APPRAISAL HAVE AN EXPIRATION DATE?

No. However, the appraised value might change due to the fluctuation in the cost of gold and diamonds. We recommend that you check with your insurance company for its specific guidelines regarding appraisal updates. These can vary; therefore, it's always best to confirm with your insurance company to ensure you are covered for your insurance needs.

I NEED AN APPRAISAL FOR MY SEMINAR AWARDS JEWELRY. CAN MARY KAY INC. SEND ME A COPY?

No. Appraisals on jewelry earned at Seminar 2025 will be available on Mary Kay InTouch® under myBusinessSM Reports around Oct. 1, 2025. You MUST print your appraisal(s) by Dec. 31, 2025. If the appraisal is not printed by the deadline, you will have to purchase a new appraisal either through your local jeweler or by contacting the jewelry company that provided your jewelry to Mary Kay Inc. Mary Kay is unable to handle requests for appraisals even if they were lost.

7. I LOST MY SEMINAR AWARDS JEWELRY, AND I DON'T HAVE MY APPRAISAL(S) TO FILE A CLAIM. CAN MARY KAY PROVIDE AN APPRAISAL OR JEWELRY INFORMATION?

No. Mary Kay is unable to provide an appraisal. However, if earned within the last seven years and your insurance company needs verification of when the jewelry was earned, you can contact the Consultant Success Center at 800-272-9333, Option 2, then Option 3, for jewelry information.

I LOST MY SEMINAR AWARDS JEWELRY. CAN I PURCHASE A NEW PIECE?

Yes. You can purchase a new piece if Mary Kay has the jewelry in inventory. Unfortunately, our jewelry company cannot remake any Seminar Awards jewelry pieces after the year we offer them. Please contact the Consultant Success Center at 800-272-9333, Option 2, then Option 3, to confirm.

9. MY SEMINAR AWARDS JEWELRY BROKE BEFORE THE ONE-YEAR WARRANTY, BUT I WAS UNABLE TO CALL MARY KAY INC. PRIOR TO THE WARRANTY DEADLINE. CAN I STILL GET MY SEMINAR AWARDS JEWELRY REPAIRED UNDER THE ONE-YEAR WARRANTY?

No. You must call Mary Kay Inc. prior to the one-year warranty deadline.

10. THE GEMSTONE ON MY SEMINAR AWARDS RING IS A DIFFERENT SHADE THAN OTHER SEMINAR AWARDS ACHIEVERS' RINGS. WHY IS THAT?

Each stone is a natural gemstone, so exact colors will vary. Slight irregularities and variations in craftsmanship, natural characteristics and internal inclusions, visible or otherwise, in colored gemstones are unique and specific to each item. These characteristics are considered to be part of the character of the item and should not be considered a defect.

11. WHEN SHOULD I TAKE MY SEMINAR AWARDS JEWELRY IN FOR REPAIRS?

It is very important to promptly have your Seminar Awards jewelry repaired if you notice damaged prongs or loose stones. Correcting these problems as soon as possible will help to minimize repairs and repair costs long term.

12. HOW CAN I CLEAN MY SEMINAR AWARDS JEWELRY AT HOME?

A good beginning is to clean your jewelry regularly. To clean, soak your jewelry in a solution of dish soap and warm water, and then gently scrub with a soft toothbrush. Be sure to scrub the underside. A soft-bristled toothbrush is safe to use on all hard-faceted stones (NOT pearls). Rinse with clean water and pat dry. Keeping your Seminar Awards jewelry clean will help to maintain its maximum beauty. It is also important to periodically examine your Seminar Awards jewelry since prongs can become thin or bent, and stones can become loose over a long period of time.

13. CAN I SAFELY WEAR MY SEMINAR AWARDS JEWELRY AT ALL TIMES?

We know you are eager to wear and show off your well-deserved Seminar Awards jewelry, and we understand that you want to wear it often. However, please keep in mind your Seminar Awards jewelry is fine jewelry that should not be worn when doing heavy work with your hands or when working with chemicals. Be careful not to strike your Seminar Awards jewelry against hard surfaces, as this could cause damage and even chip or break a stone. Always be sure to clean and take extra care of your well-earned jewelry.

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