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Annual General Meeting of Shareholders

Answers to Investors' Questions

Below is the unanswered question we received during our Annual General Meeting of Shareholders held on August 26, 2020. Helen of Troy Limited does not undertake, and expressly disclaims any duty, to update any such statement whether as a result of new information, new developments or otherwise, except to the extent that disclosure may be required by law

What steps is Helen of Troy taking to improve diversity on its Board of Directors?

Thank you for the question. Diversity, inclusion, and equity are vitally important for a healthy, productive, and prosperous company and broader society. Our Board of Directors believes that having the diversity of experience and backgrounds most relevant to the Company's goals and business is the primary determinant for Board makeup to ensure effective governance as Helen of Troy grows in size, complexity, and scope of business. We also believe the Board's capability is improved by increasing gender and racial diversity more reflective of the consumers we serve. Over the past six years, the Board has diversified the experience and backgrounds of its directors by including four current or former CEOs and C-level leaders, increasing the range of business and geographic experiences represented, and increasing its gender diversity. Today, there are three sitting CEOs on the Board, and other key areas experience areas such as IT, Finance, risk management, and Legal are well represented. During those same years, the Board has increased the percentage of women on our Board from zero in fiscal 2014 to 25% following our recent 2020 Annual General Meeting of Shareholders. Together, this group has made tremendous strides in improving Governance and advising management in the affairs of the Company. Looking ahead, the Board seeks to increase its diversity not only in relevant experience, background, and qualifications, but also with regards to race, gender, ethnicity, and age.

Speaking more broadly about the Company as a whole, Helen of Troy recently intensified our efforts in the area of diversity, equity and inclusion (DE&I). We believe this is highly consistent with our stated strategic goal to Attract, Retain, Unify & Train the very Best People. We have now explicitly added diversity and inclusion to key foundational documents such as our strategic plan, culture, and corporate identity, to emphasize that diversity is a source of strength that we embrace and one that multiplies our effectiveness. We are also actively recruiting a dedicated DE&I leader to lead and support our DE&I program. That program will specifically include elements that increase our focus on recruitment, development, and retention of minorities and women. We are looking to attract and retain top talent from every background and ensure a work environment where everyone can engage, thrive, contribute, and grow to their fullest potential. We are currently conducting mandatory unconscious bias training worldwide and we are supporting more external volunteerism and donations among our associates with charitable paid time off and matching contributions, and we are planning donations to organizations primarily focused on the education of black and minority students to improve equality of

opportunity. Given the linkage to the Social and Governance parts of ESG, we are also actively recruiting a dedicated ESG leader, who will work very closely with our DE&I leader.

We believe the initiatives described above are good for all Helen of Troy stakeholders, including shareholders who trust us with their assets, customers who support our business, consumers who believe in and trust what our brands and company stand for, talented worldwide employees who seek us out as their employer of choice, and the communities in which we are proud to live and work. We also simply believe these initiatives are the right thing to do.