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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 25, 2021. 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.

As a long term Drybar consumer, I have noticed a precipitous drop in customer service since the transfer to Helen of Troy. I tried for more than 2 weeks to get customer service to respond to a 'no show' charge. Most of the Drybar locations near me were closed for an extended period even when salons were reopened. Not sure what the reason, however, that many shops closed for so long seems unusual. Also, the app should be re-imagined to show ALTERNATIVE shops that have appointments within a 10 mile radius instead of having the consumer toggle back to square one every time to find another shop when there are no appointments available. Please consider this very useful change to the APP. Your clients will appreciate it. Thank you for listening.

Thank you for your question. We appreciate your support of our Drybar brand. However, Helen of Troy does not own or operate the Drybar shops or manage the shops' app. We recommend that you reach out directly to WellBiz Brands, Inc. to address any concerns regarding the Drybar shops.

As a way of background, in January 2020, Helen of Troy acquired Drybar Products LLC from its then owner Drybar Holdings LLC. The acquisition included the Drybar trademark and other intellectual property assets associated with Drybar's products. As part of the transaction, Helen of Troy granted a worldwide license to Drybar Holdings LLC to use the Drybar trademark in their continued operation of Drybar shops. Earlier this year, WellBiz Brands, Inc., the nation's premiere franchisor of beauty, wellness, and fitness brands, acquired the franchisor rights for the Drybar shops from Drybar Holdings LLC. As a result, WellBiz Brands, Inc. now operates the shops under a worldwide license from Helen of Troy to use the Drybar trademark.