Helen of Troy

2018 Annual General Meeting of the Shareholders

August 22, 2018



Forward Looking Statements

and **Non-GAAP** Information

Forward Looking Statements:

Certain written and oral statements made by our Company and subsidiaries of our Company may constitute "forward-looking statements" as defined under the Private Securities Litigation Reform Act of 1995. This includes statements made in this presentation. Generally, the words "anticipates", "believes", "expects", "plans", "may", "will", "should", "seeks", "estimates", "project", "predict", "potential", "continue", "intends", and other similar words identify forward-looking statements. All statements that address operating results, events or developments that we expect or anticipate will occur in the future, including statements related to sales, earnings per share results, and statements expressing general expectations about future operating results, are forward-looking statements and are based upon our current expectations and various assumptions. We believe there is a reasonable basis for our expectations and assumptions, but there can be no assurance that we will realize our expectations or that our assumptions will prove correct. Forward-looking statements are subject to risks that could cause them to differ materially from actual results. Accordingly, we caution readers not to place undue reliance on forward-looking statements. The forward-looking statements contained in this presentation should be read in conjunction with, and are subject to and qualified by, the risks described in the Company's Form 10-K for the years ended February 28, 2018, and in our other filings with the SEC. Investors are urged to refer to the risk factors referred to above for a description of these risks. Such risks include, among others, our ability to deliver products to our customers in a timely manner and according to their fulfillment standards, the costs of complying with the business demands and requirements of large sophisticated customers, our relationships with key customers and licensors, our dependence on the strength of retail economies and vulnerabilities to any prolonged economic downturn, our dependence on sales to several large customers and the risks associated with any loss or substantial decline in sales to top customers, expectations regarding any proposed restructurings, our recent and future acquisitions or divestitures, including our ability to realize anticipated cost savings, synergies and other benefits along with our ability to effectively integrate acquired businesses or separate divested businesses, circumstances which may contribute to future impairment of goodwill, intangible or other long-lived assets, the retention and recruitment of key personnel, foreign currency exchange rate fluctuations, disruptions in U.S., U.K., Eurozone, and other international credit markets, risks associated with weather conditions, the duration and severity of the cold and flu season and other related factors, our dependence on foreign sources of supply and foreign manufacturing, and associated operational risks including, but not limited to, long lead times, consistent local labor availability and capacity, and timely availability of sufficient shipping carrier capacity, labor and energy on cost of goods sold and certain operating expenses, the geographic concentration and peak season capacity of certain U.S. distribution facilities increases our exposure to significant shipping disruptions and added shipping and storage costs, our projections of product demand, sales and net income are highly subjective in nature and future sales and net income could vary in a material amount from such projections, the risks associated with the use of trademarks licensed from and to third parties, our ability to develop and introduce a continuing stream of new products to meet changing consumer preferences, trade barriers, exchange controls, expropriations, and other risks associated with U.S. and foreign operations, the risks to our liquidity as a result of changes to capital market conditions and other constraints or events that impose constraints on our cash resources and ability to operate our business, the costs, complexity and challenges of upgrading and managing our global information systems, the risks associated with information security breaches, the risks associated with product recalls, product liability, other claims, and related litigation against us, the risks associated with accounting for tax positions, tax audits and related disputes with taxing authorities, the risks of potential changes in laws in the U.S. or abroad, including tax laws, regulations or treaties, employment and health insurance laws and regulations, and laws relating to environmental policy, personal data, financial regulation, transportation policy and infrastructure policy along with the costs and complexities of compliance with such laws, and our ability to continue to avoid classification as a controlled foreign corporation. We undertake no obligation to publicly update or revise any forward-looking statements as a result of new information, future events or otherwise.

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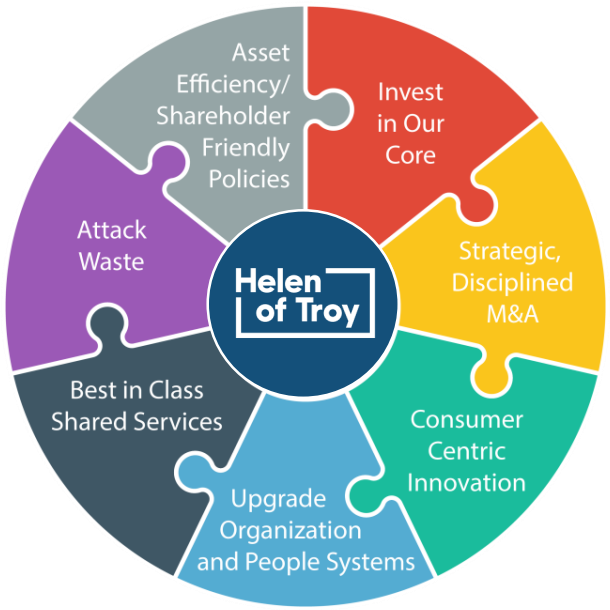
Comprehensive Strategy and Operating Model

Transformational Strategy



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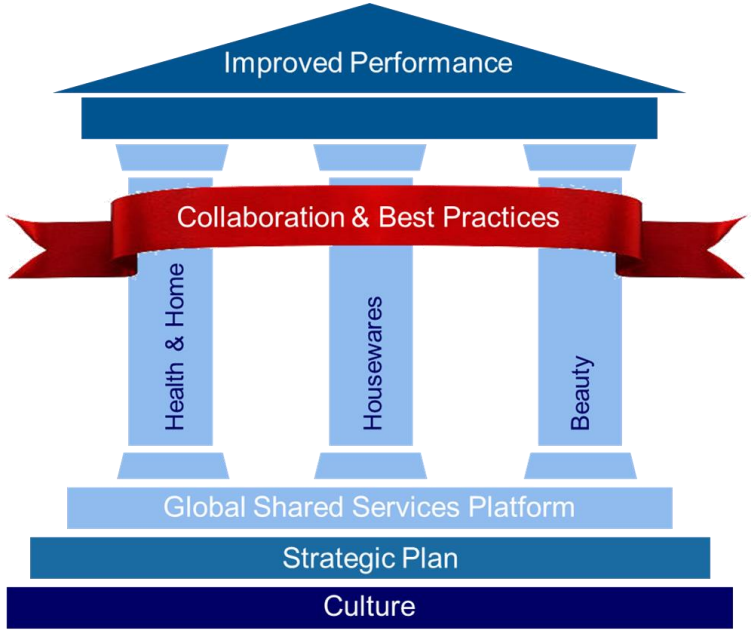
More Efficient and Collaborative Operating Structure



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Leadership Brands

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OXO

Honeywell

BRAUN

VICKS

Hydro Flask

PUR

HOT TOOLS PROFESSIONAL

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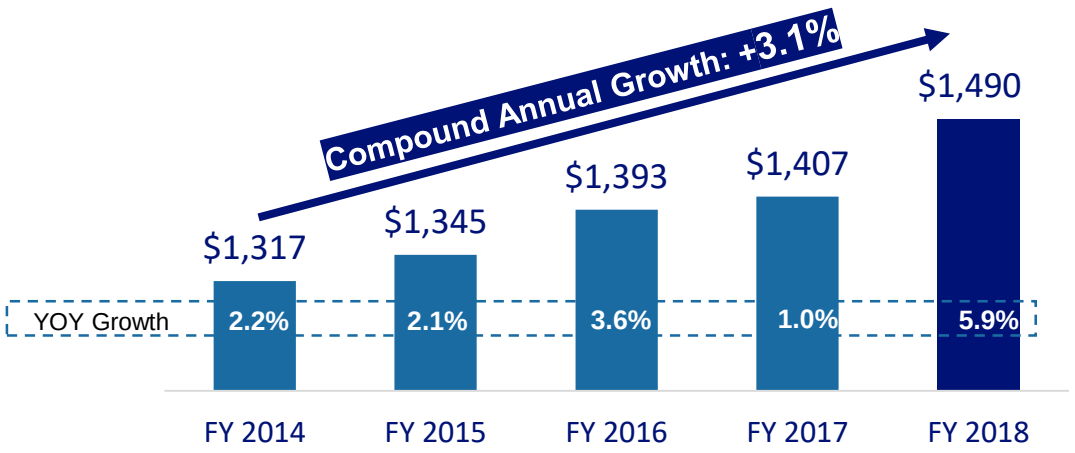
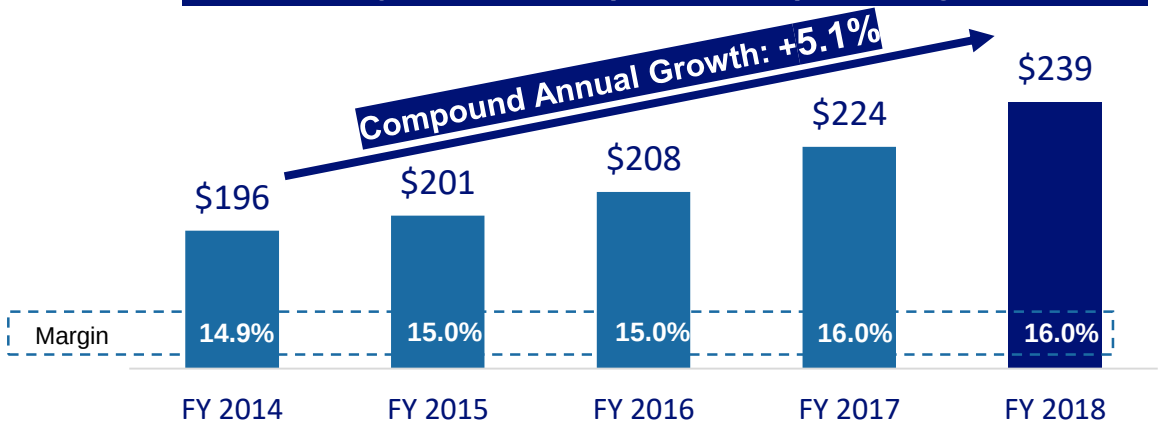
HOT Transformation is Unlocking Value

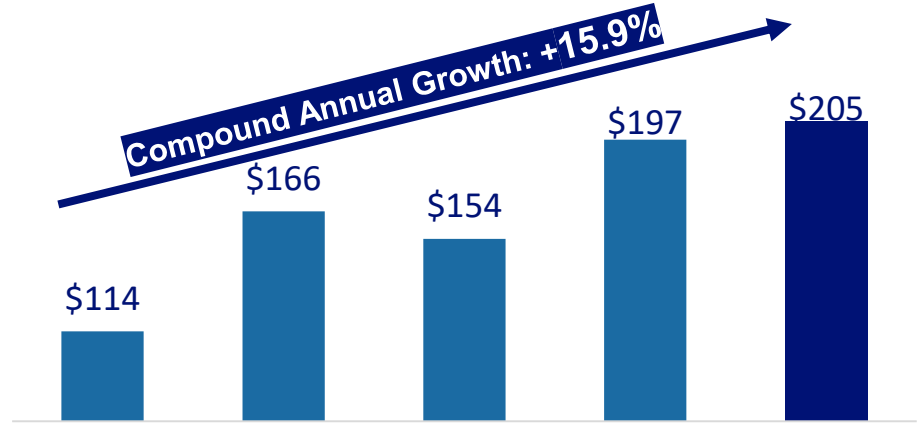
Revenue & Growth ($ in millions)



Adjusted EBITDA ($ in millions) and Margin

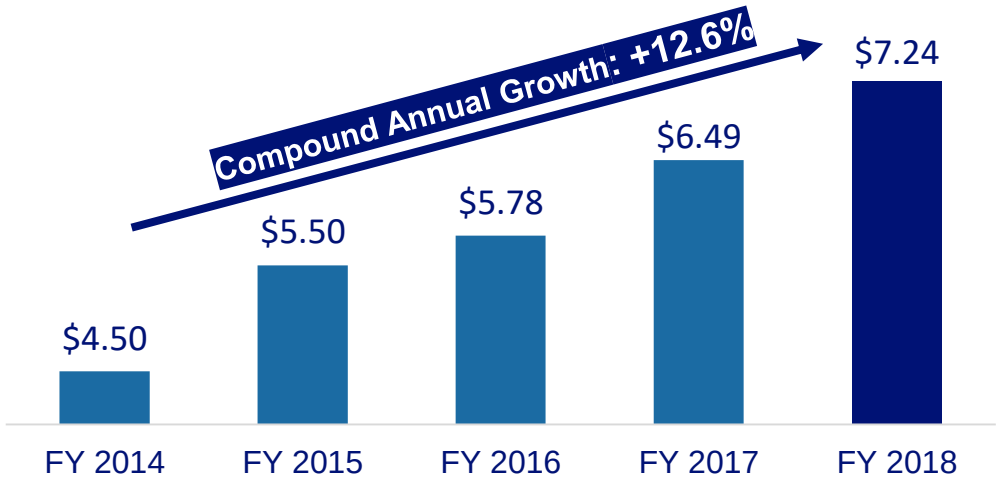


Free Cash Flow ($ in millions)



	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Free Cash Flow per Share[1]	$3.51	$5.71	$5.34	$7.06	$7.52

Non-GAAP Adjusted Diluted EPS



[*] Free Cash Flow (FCF) defined as Operating Cash Flow less CapEx.
Note: Per share data uses diluted shares outstanding for each period.
Based upon results from continuing operations. Healthy Directions was divested in December 2017.
Results have not been reclassified for the adoption of ASU 2014-09, "Revenue from Contracts with Customers".

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Effective Brand Stewards and Allocators of Capital

Four Year Performance

1 Performance

- Grew our net sales at a 3.1% compound annual rate
- Delivered adjusted diluted EPS CAGR of 12.6%

2 Market Position

- Grew and expanded internationally
- More consumer-centric innovation
- Earned high-profile awards

3 Productivity

- Reduced inventory
- Over $980 Million of capital deployed
- Strong cash flow

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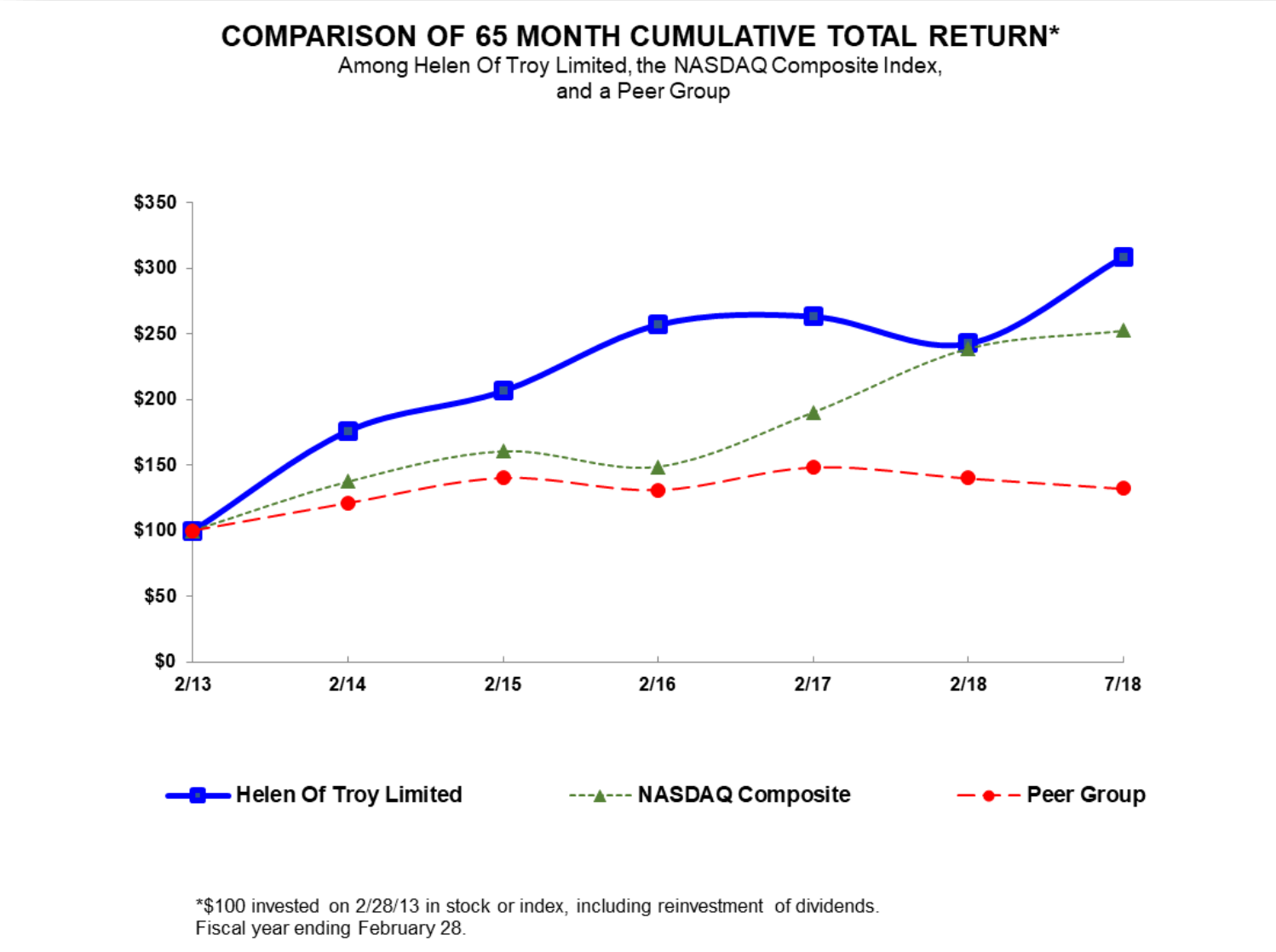
Creating Meaningful Returns for Shareholders



Source: NASDAQ as of market close on 7/31/2018

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Analyst Views Remain Favorable

	Recommendation		Price Target			
	One year ago	Current	One year ago	Current	$ Change vs. one year ago	Current price target premium to current*
Analyst A	Buy #	Buy	$100.00#	$136.00	+ $36.00 #	+ 17.7% #
Analyst B	Buy #	Buy	$104.00 #	$130.00	+ $26.00 #	+ 12.6% #
Analyst C	Market Outperform	Market Outperform	$115.00	$125.00	+ $10.00	+ 8.2%
Analyst D	Buy	Buy	$111.00	$127.00	+ $16.00	+ 10.0%
Analyst E	Underperform	Buy	$87.00	$127.00	+ $40.00	+ 10.0%
Median			**$104.00**	**$127.00**	**+ $26.00**	**+10.0%**

Source: Equity Research
* Based on closing share price as of 08/17/2018
# Represents initiation of coverage

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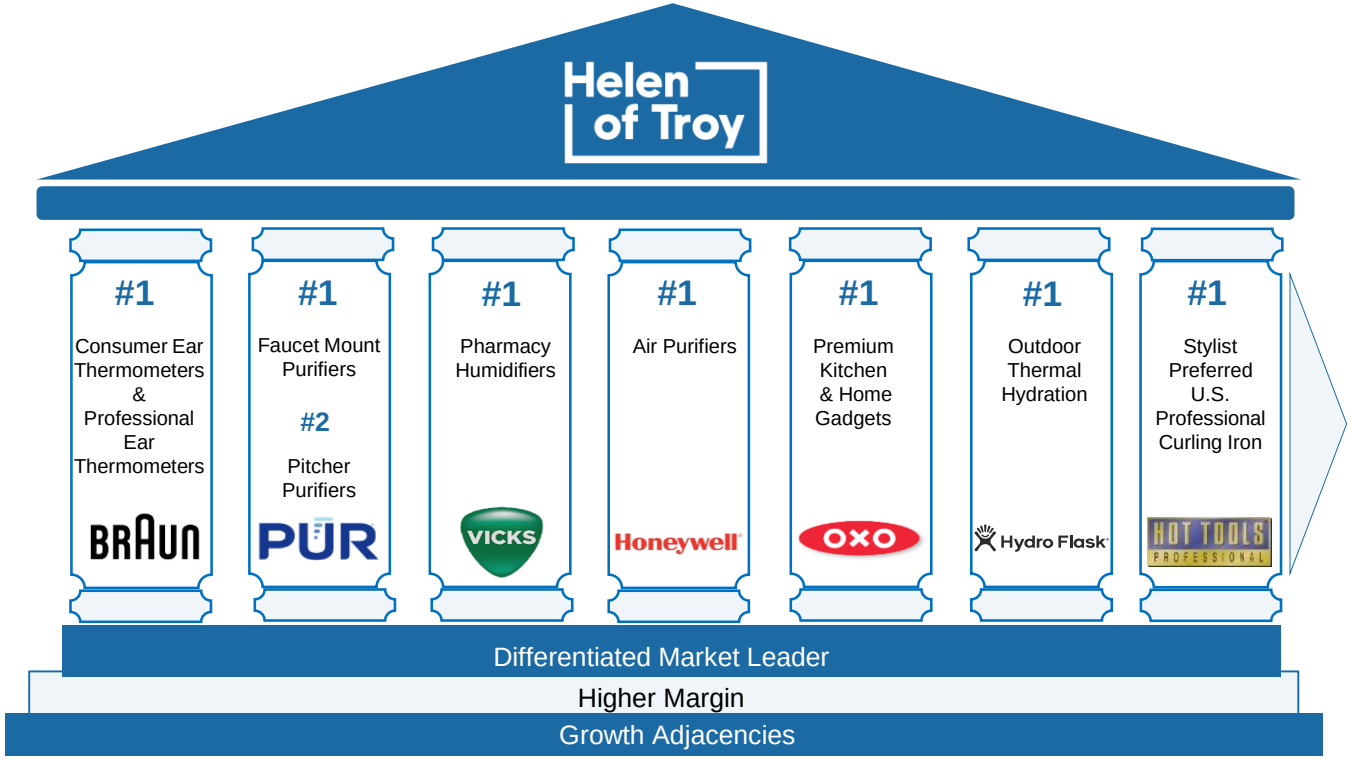
Leadership Brands are Growing

Over 75% of Revenue from #1 or #2 Leaders

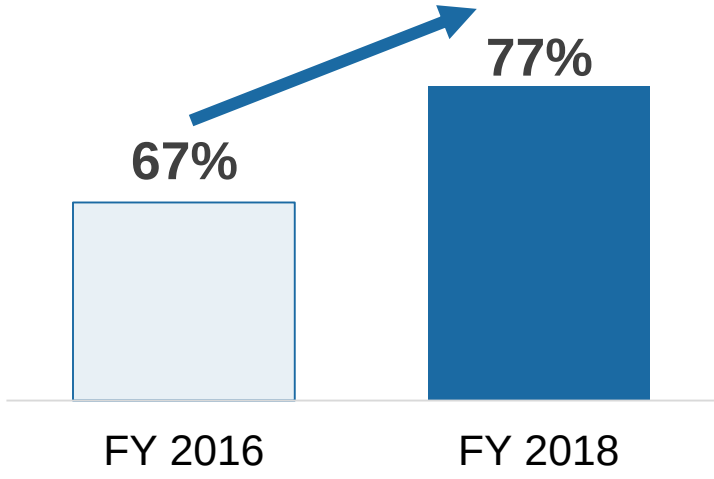


~ 77% of Net Sales*

FY 18 up 9.5% vs. YAG*

Higher Profit Contributors

Leadership Brands as a % of Total Helen of Troy Net Sales*



* Based upon full year FY 18 consolidated net sales revenue from continuing operations. Healthy Directions was divested in December 2017
Results have not been reclassified for the adoption of ASU 2014-09, "Revenue from Contracts with Customers".

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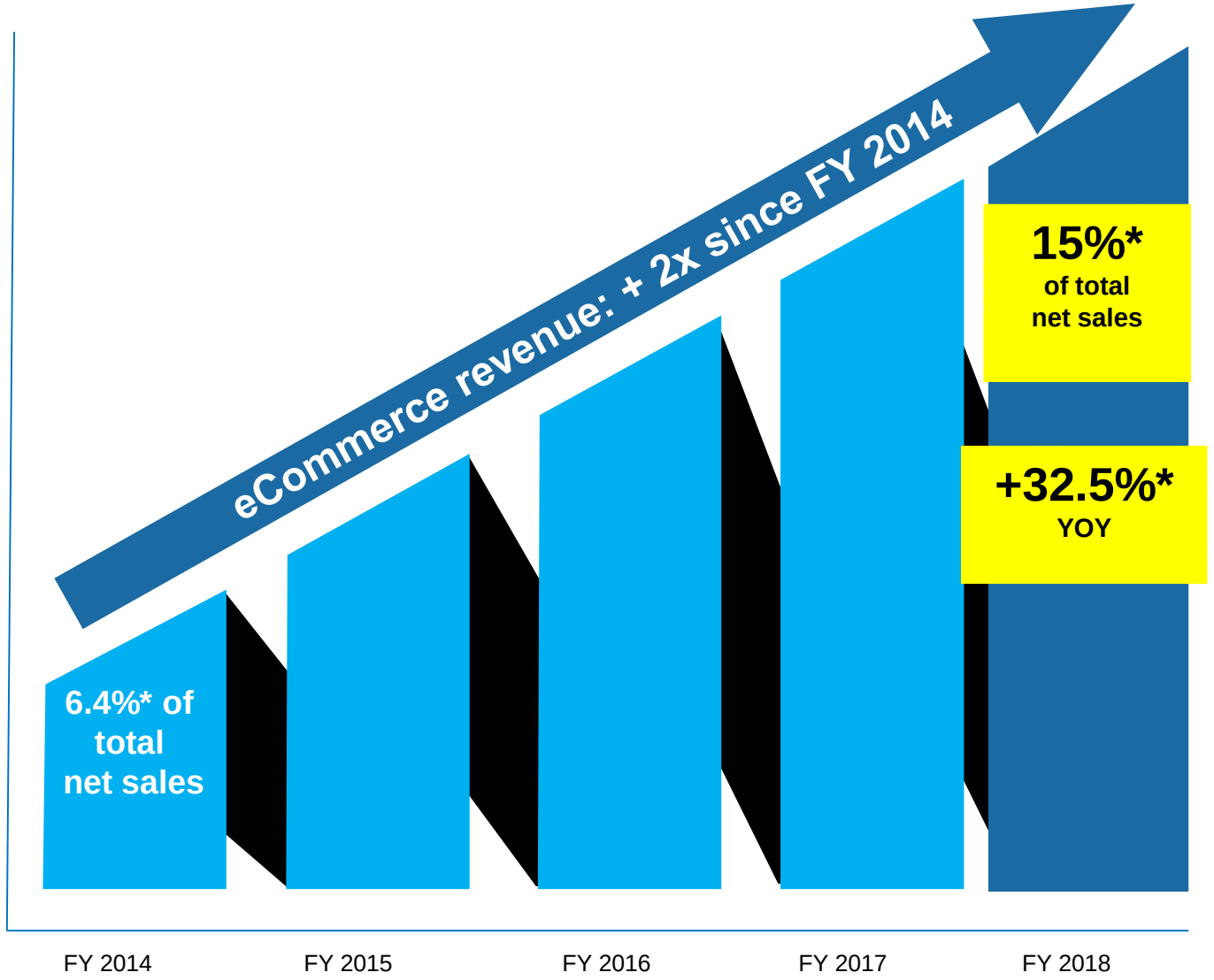
Digital Initiatives Contributing
Strong Online Sales Growth



- Based upon full year FY 18 vs. FY 17 consolidated net sales revenue from continuing operations. Healthy Directions was divested in December 2017. Results have not been reclassified for the adoption of ASU 2014-09, “Revenue from Contracts with Customers”.

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Brand Award Winners for
Top Calendar 2017 Increase in Online Market Share



Source: The NPD Group, Inc. / Checkout E-Commerce Tracking, 12 months ending December 2017 vs. prior year.

ONE STOP CHOP



OXO Video





ONE STOP CHOP

Hydro Flask®





Helen of Troy

Hydro Flask Soft Coolers Video



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New Helen of Troy Corporate Identity



Helen of Troy Brand Pillars:
Building blocks of the brand

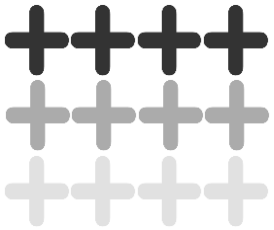
Beautiful Beginnings



Recognizing Opportunity



Adding Value



Enabling Profitable Growth



Collaboratively Connected



Empowering Stewardship



Elevating Lives, Soaring Together

Our brands touch the lives of people around the globe; our products and experiences make their everyday lives better. We're also committed to elevating the lives of Helen of Troy associates everywhere.

Together, with our brands, people everywhere are able to do great things in their everyday lives. Together, with our customers, we achieve new levels of success. Together, as an organization, Helen of Troy associates reach new heights.

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Helen of Troy Brand



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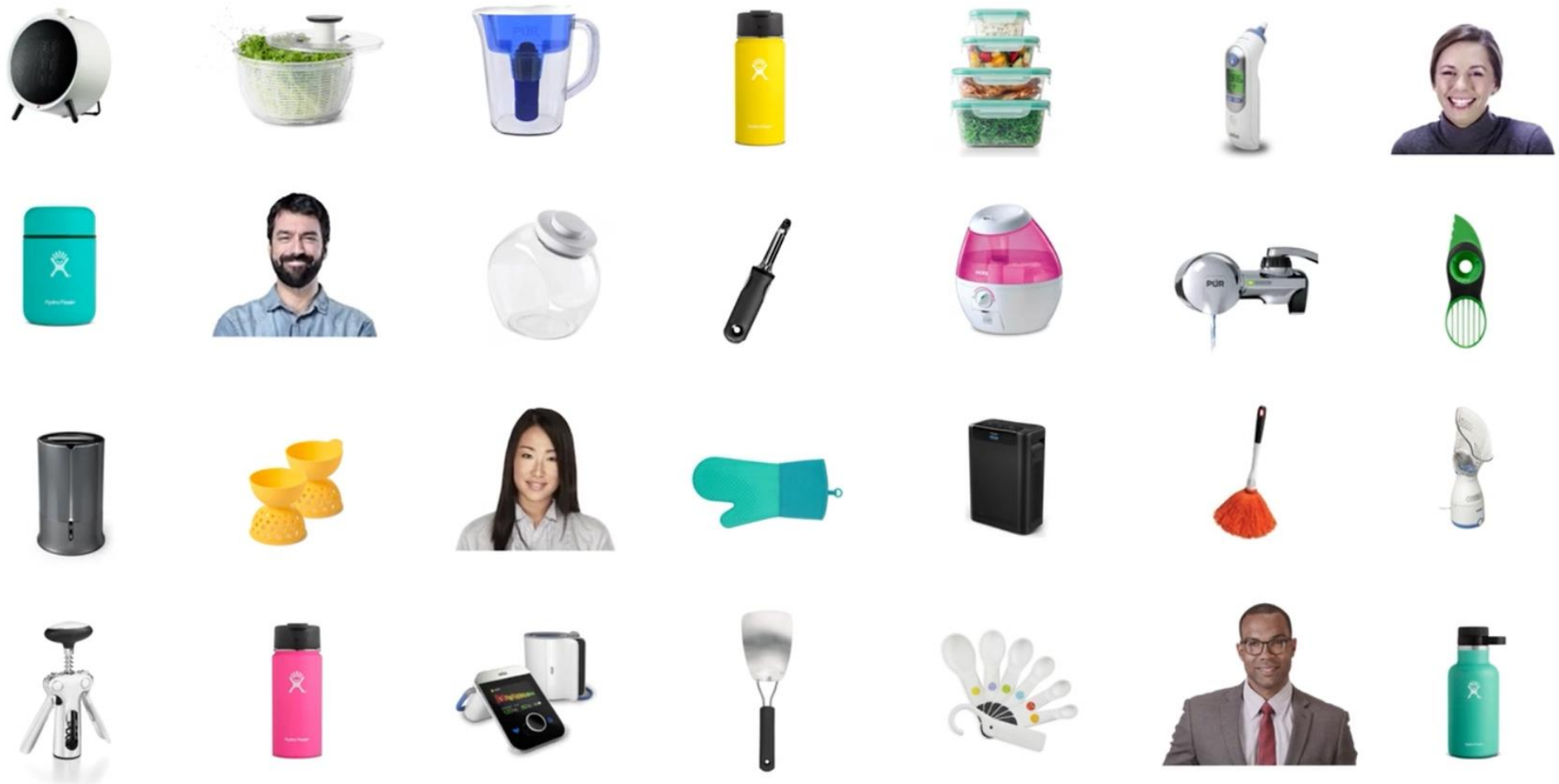
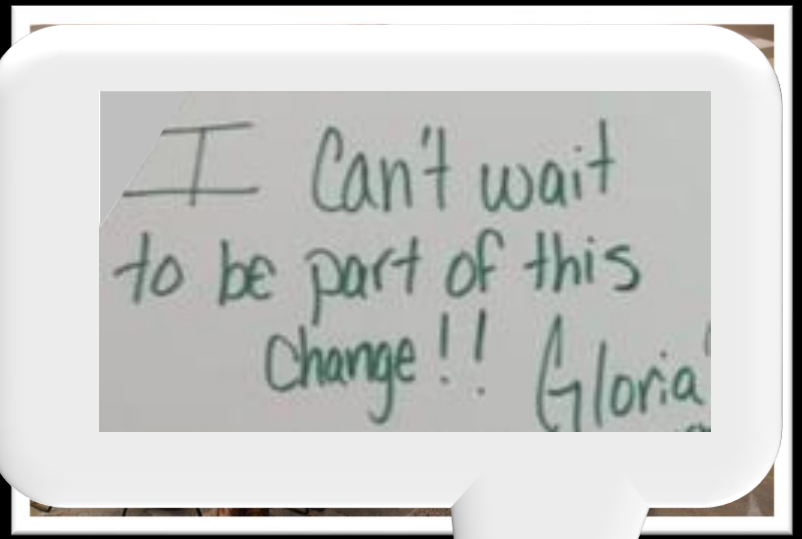
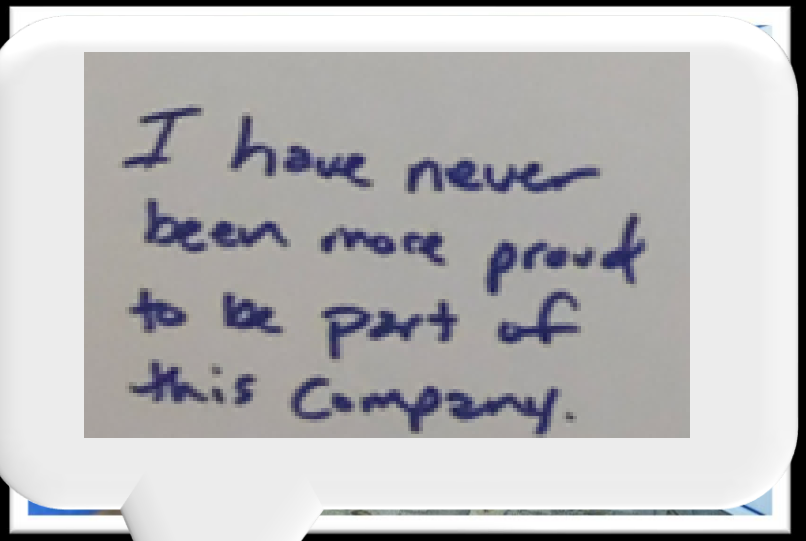
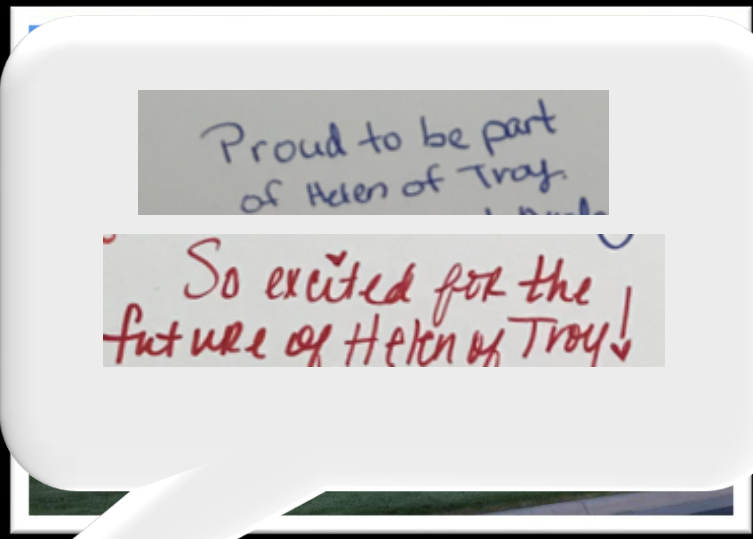
Helen of Troy Brand Video

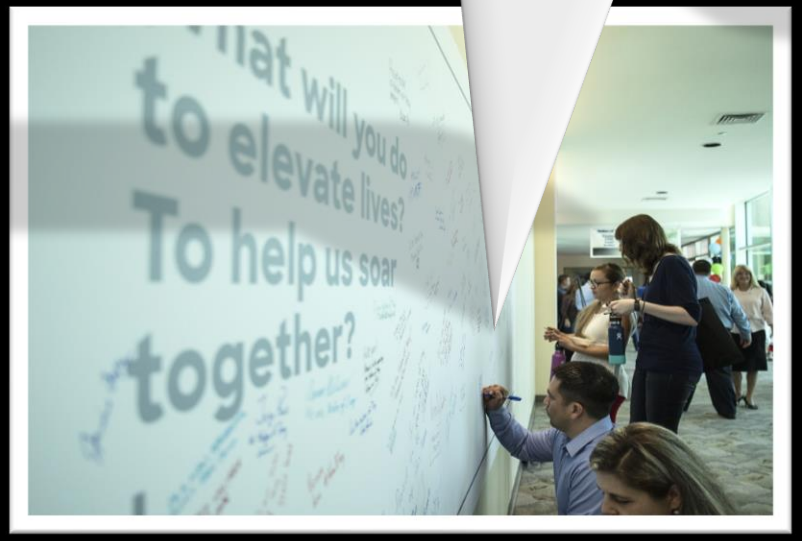


Corporatewide New Branding Energy and Excitement For the Future

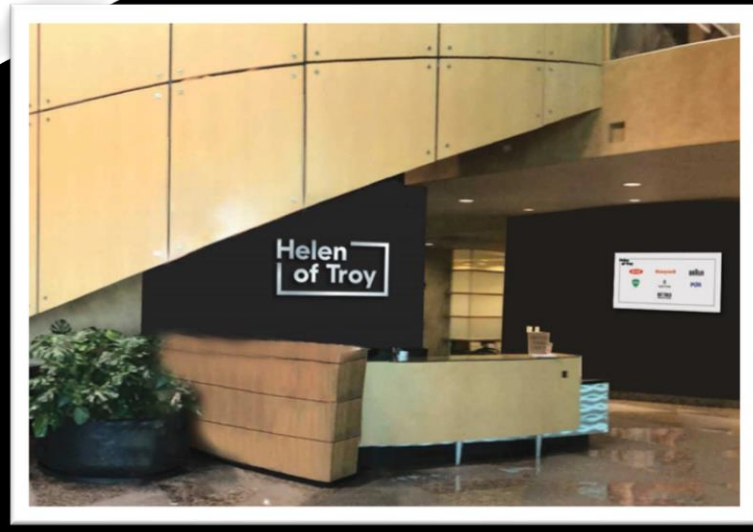












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In Summary…Key Investment Highlights



- Powerful global brands; many market leaders
- Accelerating innovation and market share
- Outstanding cash flow and financial flexibility
- Proven ability to acquire and integrate
- New shared services infrastructure
- Upgraded & elevated management talent
- Transformational strategy & culture

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Thank you

August 22, 2018

