



# REVLON

# Elizabeth Arden

NEW YORK

## Revlon Names Martine Williamson as its Chief Marketing Officer

December 7, 2020

NEW YORK--(BUSINESS WIRE)--Dec. 7, 2020-- Revlon, Inc. (NYSE: REV) today announced that Martine Williamson has been appointed as the Company's Chief Marketing Officer. In this role, Williamson will be central to creating and spearheading global strategic plans across the brand portfolio and overseeing Revlon's overall brand equity and architecture. Williamson officially joined the Company on December 7, 2020 and reports to Revlon's President and CEO, Debra Perelman.

Williamson most recently served as Strategic Marketing Advisor at Topix Pharmaceuticals, where she was responsible for brand incubation, building their D2C capabilities, spearheading the relaunch of a premium skincare brand, and creating the brand's strategy and brand visual identity. Prior to Topix, Williamson was the EVP and CMO at Glansol, a beauty start-up. During her time at Glansol, Williamson completed the acquisition of three complementary brands: Laura Geller, Julep and Clark's Botanicals. She also led the Laura Geller brand as the President and GM, improving the brand's profitability, refining its positioning, driving digital and e-commerce and streamlining distribution.

Williamson also has a long history with Revlon. From 2001 to 2015, she worked as part of both Revlon's Global and U.S. Marketing teams across all color cosmetics categories. Williamson led a number of functions and teams including the Revlon Brand Communication Strategy; the Retail Merchandising Team, where she rolled out a globally consistent merchandising strategy across all global markets; and the Walmart Marketing team, where she helped develop the strategy to make Walmart a dependable beauty destination. In her most recent role at Revlon, she was the SVP of Global Marketing.

Commenting on today's announcement, Debra Perelman, Revlon's President and CEO, said: "Martine brings to Revlon decades of experience across the beauty industry and we are very pleased to welcome her back to the Revlon family. As we enter 2021, Martine will be an important addition to our team and will be a critical part of executing against our long-term strategy."

"I am excited to be rejoining Revlon as CMO, particularly at such a unique and challenging time for the industry," said Williamson. "Revlon is extremely well-positioned to achieve its strategic goals, and I look forward to working with Debbie and the entire team to strengthen Revlon's leadership in the global beauty market."

### ABOUT REVLON

Revlon has developed a long-standing reputation as a color authority and beauty trendsetter in the world of color cosmetics and hair care. Since its breakthrough launch of the first opaque nail enamel in 1932, Revlon has provided consumers with high quality product innovation, performance and sophisticated glamour. In 2016, Revlon acquired the iconic Elizabeth Arden company and its portfolio of brands, including its leading designer, heritage and celebrity fragrances. Today, Revlon's diversified portfolio of brands is sold in approximately 150 countries around the world in most retail distribution channels, including prestige, salon, mass, and online. Revlon is among the leading global beauty companies, with some of the world's most iconic and desired brands and product offerings in color cosmetics, skin care, hair color, hair care and fragrances under brands such as Revlon, Revlon Professional, Elizabeth Arden, Almay, Mitchum, CND, American Crew, Creme of Nature, Cutex, Juicy Couture, Elizabeth Taylor, Britney Spears, Curve, John Varvatos, Christina Aguilera and AllSaints.

### Forward-Looking Statements

Statements made in this press release, which are not historical facts, are forward-looking and are provided pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements speak only as of the date they are made and the Company undertakes no obligation to publicly update any forward-looking statement, whether to reflect actual results of operations; changes in financial condition; changes in general U.S. or international economic or industry conditions and/or conditions in the Company's reportable segments; changes in estimates, expectations or assumptions; or other circumstances, conditions, developments and/or events arising after the issuance of this press release, except for the Company's ongoing obligations under the U.S. federal securities laws. Forward-looking statements are subject to known and unknown risks and uncertainties and are based on preliminary or potentially inaccurate estimates and assumptions that could cause actual results to differ materially from those expected or implied by the estimated financial information. Such forward-looking statements include, among other things, the Company's expectations regarding future liquidity, cash flows, mandatory debt payments and other expenditures. Actual results may differ materially from the Company's forward-looking statements for a number of reasons, including as a result of the risks and other items described in Revlon's filings with the SEC, including, without limitation, in Revlon's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K and amendments thereto, if any, filed with the SEC during 2019 and 2020 (which may be viewed on the SEC's website at <http://www.sec.gov> or on Revlon, Inc.'s website at <http://www.revloninc.com>). Factors other than those referred to above, such as continuing adverse impacts from the ongoing and prolonged COVID-19 pandemic, could also cause Revlon's results to differ materially from expected results. Additionally, the business and financial materials and any other statement or disclosure on, or made available through, Revlon's website or other websites referenced herein shall not be incorporated by reference into this press release.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20201207005539/en/): <https://www.businesswire.com/news/home/20201207005539/en/>

Media:

Sloane & Company

Dan Zacchei / Joe Germani

[dzacchei@sloanepr.com](mailto:dzacchei@sloanepr.com) / [jgermani@sloanepr.com](mailto:jgermani@sloanepr.com)

Source: Revlon, Inc.