

# OUR EMPLOYEE VALUE PROPOSITION

At Cosmo Prof, we're committed to building a culture of creativity, inclusion, and self-expression, driven by our purpose and values and supported by our leaders. We celebrate diversity, embrace individuality, and encourage innovation to create a positive work environment where you can thrive personally and professionally while maintaining a work/life balance. Our Employee Value Proposition defines the experience of working at Cosmo Prof and the culture we strive to create for all associates.

Our purpose:

## TO INSPIRE A MORE COLORFUL, CONFIDENT, AND WELCOMING WORLD

Our values:



### BE YOURSELF.

Come as you are—everyone is welcome here.



### BE AN INSPIRATION.

Share your passion and knowledge with your team, your customers, the world.



### BE BOLD.

Dive in. Move fast. Say yes.



### BE AN OWNER.

Drive growth. Create your future.



### BE PART OF SOMETHING BIGGER.

Take care of each other, our community, and our planet.

## BENEFITS FOR ALL.

We're proud to offer best-in-class benefits to both part-time and full-time associates. Offerings vary depending on hours worked, and include:

- Associate discount on professional products and Sally Beauty
- Sample products from vendors for you to experience and share your product knowledge with customers
- Work-life balance is supported through flexible schedules and store hours, with many holidays off and daily closing by 6 pm
- Ability to increase pay through sales bonuses and SPIF (Sales Performance Incentive Fund)
- Medical, dental, and pharmacy coverage
- Employee Assistance Program including mental health counseling, available 24/7
- Company-sponsored Registered Retirement Savings Plan (RRSP) and Deferred Profit-Sharing Plan (DPSP) including matching contributions, financial planning and investment management assistance
- Neurodivergence benefits and resources
- Educational Tuition Reimbursement for college courses, degrees, and job-related certifications (full-time associates)
- PerkSpot discounts through various merchants
- Fertility drug coverage
- Smoking cessation therapies
- Employee Emergency Fund providing grants for unforeseen emergencies with significant financial impact

## BE YOURSELF. EVERYONE IS WELCOME HERE.

We're committed to building a truly diverse, inclusive company focused on listening to what our associates need and want, and on inclusive hiring, training, and development.

- Dress code that lets you express yourself
- Translated communications to support Spanish and Canadian French-speaking associates
- Inclusive Recruitment Training for Hiring Managers
- Inclusive HR system, policies, and practices
- Cultural training for all leadership and associates
- Cultural celebrations and communications from our Employee Resource Groups—Black Diamond, Diverse Abilities Allies, EmpowHer, House of Colorful Creations, Somos, and Vets
- E-Learning courses followed by facilitated discussions

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## BE AN INSPIRATION.

Our professional-only customer base gives you the opportunity to have a positive impact on the artists and entrepreneurs in our industry. We're committed to inspiring and empowering our community through best-in-class service.

- Interaction with vendors and brands who provide product knowledge which helps you enhance and grow customer relationships
- Ability to develop great relationships with our regular customer base
- Be one of the first to learn about and be educated on new professional product launches and services, allowing you to be "in the know" for customers
- SBH Swag Store to help you show off your style

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## BE AN OWNER. CREATE YOUR FUTURE.

As a learning culture, we encourage associates to learn all aspects of the store business to help you grow into the role that feels right for you. We work to create a non-hierarchical environment supported by approachable leaders with a genuine interest in helping you leverage your talents and develop skills for future growth based on your career path.

- Training programs such as Color & Curl Concierge (CCC), Training Store Manager (TSM) and Multi-Unit Academy (MUA) programs, which focus on all areas of the business to grow and strengthen leadership competencies
- Continuous training that is integrative, interactive, and immersive covering all the basics and beyond
- Consistent evaluation and feedback from all levels of associates to identify creativity, expertise, and knowledge to inspire others
- Teaching and support from executive leadership team on effective execution of daily processes
- Preference for hiring from within and internal promotion

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## BE PART OF SOMETHING BIGGER.

We have a responsibility to take care of each other, our community, and our planet. Our SBH Going Green initiatives focus on improving our long-term sustainability and reducing our environmental impact.

Our SBH Inspires Foundation is committed to uplifting and providing support for the communities we serve. We focus on standing up to domestic violence and abuse by providing support to victims and their loved ones. Since salons are often a place of refuge for victims, and our stores can serve as a source of information, SBH is uniquely positioned to connect victims with immediate and ongoing help through our nonprofit partners.

