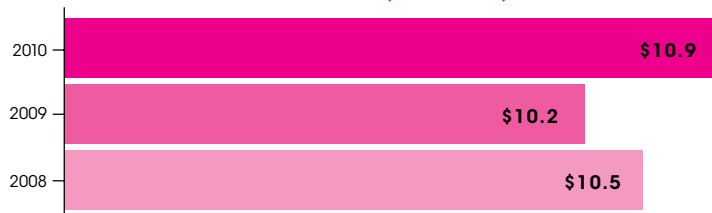


# Avon Corporate Fact Sheet

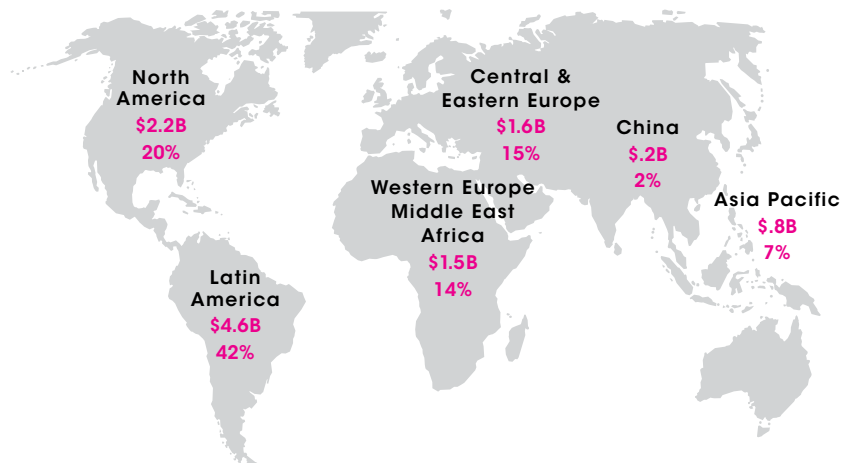
Avon, the company for women, is a leading global beauty company, with over **\$10 billion** in annual revenue. As the world's largest direct seller, Avon markets to women in more than **100 countries** through approximately **6.5 million active independent Avon Sales Representatives**. Avon's product line includes beauty products, as well as fashion and home products, and features such well-recognized brand names as Avon Color, ANEW, Skin-So-Soft, Advance Techniques, Avon Naturals, and mark.

Total Revenue 2008-2010 (in billions)\*

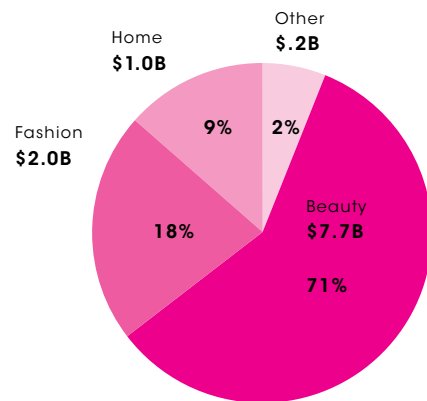


\*In 2010, Avon sold its Japan business. Revenue numbers for 2008-2010 have been restated to exclude Avon Japan revenues.

Revenue by Region for 2010



Revenue by Product Category for 2010



Beauty: cosmetics, fragrances, skincare and personal care  
 Fashion: jewelry, watches, apparel and accessories  
 Home: housewares, gifts and decorative products

Globally, **4** Avon lipsticks are sold every second

More beauty products carry the Avon **name** than any other brand in the world

Avon is the world's **largest** direct seller

Avon has **90%** brand recognition in major markets around the world

Founded in 1886, Avon offered women the rare **opportunity** to earn their own money 34 years before women in the U.S. won the right to vote

Avon is the largest corporate **supporter** focused solely on women's issues across the globe

**200+** scientists and technicians work on every **breakthrough**

Avon was the first major cosmetic company to **end all testing** on animals

Avon was the first beauty company to launch an **e-commerce** site

Avon is one of only a handful of companies to have been on the **Fortune 500** list every year since the list's inception.

# Avon Philanthropy

When he established Avon in 1886, our Founder David H. McConnell said that the company should strive **to meet fully the obligations of corporate citizenship by contributing to the well being of society and the environment in which it functions.** We live by this principle every day, through our socially responsible business operations and our commitment to empower women through Avon's earnings opportunity and our philanthropic efforts in support of women's causes.

Avon is a leader in funding breast cancer research and access to care, and in supporting efforts to reduce domestic and gender violence. Avon global philanthropy has donated more than \$800 million in more than 50 countries for causes most important to women, led by the Avon Foundation for Women, a US 501(c)(3) public charity.

## *Breast Cancer Crusade*

From 1992 through 2010, the Avon Breast Cancer Crusade donated nearly \$700 million in more than 50 countries for awareness and education; screening and diagnosis; access to treatment; support services; and scientific research. Avon is proud to be the largest corporate supporter of the breast cancer cause globally.

## *Domestic Violence*

Since its inception in 2004, Avon's Speak Out Against Domestic Violence program has donated more than \$30 million to support awareness, education, direct service and prevention programs aimed at reducing domestic and gender violence in more than 50 countries. In 2011 in honor of the company's 125th anniversary, Avon created the \$2 million Avon Global Believe Fund, which is funding a pioneering global effort to support women's domestic violence shelters and agencies and bring attention to the need for increased services to victims and their families.

## *Disaster Relief*

The Avon Foundation and Avon Products, Inc. have responded generously to national and international disasters and emergencies, donating nearly \$19 million from 2001 through 2010 to assist victims of disasters, such as the attacks of 9/11, the Asian Tsunami and the earthquake in China. In 2010, Avon donated \$2.1 million to support relief efforts in Haiti in response to the devastating earthquake.

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