

# RODAN+FIELDS

## AT-A-GLANCE

### THE COMPANY

Premium skincare company offering innovative dermatology-inspired products backed by clinical results.

*FOUNDED*

by Stanford-trained  
Dermatologists  
Dr. Katie Rodan and  
Dr. Kathy Fields

*\$1.5B<sup>+</sup>*

annual sales in  
less than ten years

*\$18M<sup>+</sup>*

Awarded in grants by the  
Rodan + Fields Prescription  
for Change Foundation

*3*

countries in  
operation  
so far

### THE INDEPENDENT CONSULTANTS

An amazing community of business leaders

*66%*

had no direct sales  
experience prior  
to joining

*77%*

work full or part-time  
in addition to R+F

### THE RESULTS

At the core of WHO we ARE.

*#1*

Direct Selling Premium Skincare Brand in Australia for 5 Consecutive years  
(2018 – 2022)<sup>1</sup>

Dermatologist Founded Premium Skincare Brand in Australia in 2022<sup>2</sup>

Direct Selling Skincare Brand in Australia for 5 Consecutive years  
(2018 – 2022)<sup>3</sup>

### THE OPPORTUNITY

Rodan + Fields is all about innovation and growth,  
with new opportunities for global expansion on the horizon.

ONLY  
*10%*

R+F brand  
awareness<sup>4</sup>

*\$2.8B*

opportunity remains within  
AUS skincare categories

*NEW*

innovations  
every year

*\$3.7B*

opportunity within Australia  
in adjacent categories

<sup>1</sup> Source: Euromonitor International Limited; Beauty and Personal Care 2023 Edition; all channels; Premium Skin Care Regimen includes Sets and Kits; retail value RSP terms.

<sup>2</sup> Source: Euromonitor International Limited; Beauty and Personal Care 2023 Edition; retail value RSP terms; all channels; Premium Skincare.

<sup>3</sup> Source: Euromonitor International Limited; Beauty and Personal Care 2023 Edition; all channels; Premium Skin Care Regimen includes Sets and Kits; retail value RSP terms.

<sup>4</sup> 2020 AU study conducted with 1,655 female skincare users ages 18-74