



NEWS RELEASE

# Evolus Reaches 1 Million Redemptions in its Evolus Rewards™ Patient Loyalty Program

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NEWPORT BEACH, Calif.--(BUSINESS WIRE)-- Evolus, Inc. (NASDAQ: EOLS), a performance beauty company with a focus on building an aesthetic portfolio of consumer brands, announced it recently completed the one-millionth Jeuveau® redemption through its Evolus Rewards™ patient loyalty program.

“We designed Evolus Rewards™ as the first text-based loyalty program in the aesthetic space to create a connection with the millennial patient population,” said David Moatazedi, President and CEO. “In our first few years since introducing Evolus Rewards™, we have now achieved over one million transactions and are on track to reach all-time highs in both new and existing patients in the second quarter. Importantly, 96% percent of patients enrolled in Evolus Rewards™ return to their first practice for subsequent treatments, ensuring a long-term injector-patient relationship.”

Launched in 2020 soon after Jeuveau® was FDA approved in 2019, Evolus Rewards™ offers enrolled patients \$40 off Jeuveau® treatments every 90 days at a participating provider’s practice. In addition to savings every 90 days, Evolus Rewards™ also offers patients a fun, frictionless experience delivered via text message for ease and convenience when checking in for an appointment. With no passwords to remember or credits to track, both patients and practices can effortlessly participate in the program.

The Evolus Rewards™ program also delivers on the Evolus mission of partnering with its customers to help grow their practices while bringing in the next generation of beauty consumers considering aesthetic injectables. On average, practices enrolled and engaged in Evolus Rewards™ grow significantly faster than non-participating practices.



Since launch, 600,000 patients have enrolled in Evolus Rewards™ with the majority returning for a repeat treatment. Importantly, more than half of Evolus Rewards™ patients are millennials or younger, a number that represents the future of the aesthetics industry and a highly desirable demographic that providers want to attract as they continue to grow their businesses.

## About Evolus, Inc.

Evolus (Nasdaq: EOLS) is a performance beauty company evolving the aesthetic neurotoxin market for the next generation of beauty consumers through its unique, customer-centric business model and innovative digital platform. Our mission is to become a global, multi-product aesthetics company based on our flagship product, Jeuveau® (prabotulinumtoxinA-xvfs), the first and only neurotoxin dedicated exclusively to aesthetics and manufactured in a state-of-the-art facility using Hi-Pure™ technology. Evolus is expanding its product portfolio having entered into a definitive agreement to be the exclusive U.S. distributor of Evolysse™, a line of five unique dermal fillers currently in late-stage development. Visit us at [www.evolus.com](http://www.evolus.com), and follow us on **LinkedIn**, **Twitter**, **Instagram** or **Facebook**.

## Forward-Looking Statements

This press release contains forward-looking statements as defined under the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties, including statements about future events, our business, financial condition, results of operations and prospects, our industry and the regulatory environment in which we operate. Any statements contained herein that are not statements of historical or current facts are forward-looking statements. In some cases, you can identify forward-looking statements by terms such as “anticipate,” “believe,” “could,” “estimate,” “expect,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “should,” “will,” “would” or the negative of those terms, or other comparable terms intended to identify statements about the future. The company’s forward-looking statements include, but are not limited to, statements related to market conditions and consumer demand; financial and other benefits expected from the company’s commercial outlook and its Evolus Rewards™ program.

The forward-looking statements included herein are based on our current expectations, assumptions, estimates and projections, which we believe to be reasonable, and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by the forward-looking statements. These risks and uncertainties, all of which are difficult or impossible to predict accurately and many of which are beyond our control, include, but are not limited to uncertainties associated with our ability to comply with the terms and conditions in the Medytox Settlement Agreements, our ability to fund our future operations or obtain financing to fund our operations, unfavorable global economic conditions and the impact on consumer discretionary spending, uncertainties related to customer and consumer adoption of Jeuveau® and Evolysse™, the efficiency and operability

of our digital platform, competition and market dynamics, our ability to successfully launch and commercialize our products in new markets, including the Evolysse™ dermal filler product line in the U.S., our ability to maintain regulatory approvals of Jeuveau® or obtain regulatory approvals for new product candidates or indications, our reliance on Symatase to achieve regulatory approval for the Evolysse™ dermal filler product line in the U.S., and other risks described in our filings with the Securities and Exchange Commission, including in the section entitled “Risk Factors” in our Annual Report on Form 10-K and our Quarterly Report on Form 10-Q for the quarter ended March 31, 2023 expected to be filed with the Securities and Exchange Commission on or about May 9, 2023. These filings can be accessed online at [www.sec.gov](http://www.sec.gov). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Except as required by law, we undertake no obligation to update or revise any forward-looking statements to reflect new information, changed circumstances or unanticipated events. If we do update or revise one or more of these statements, investors and others should not conclude that we will make additional updates or corrections.

Jeuveau® is a registered trademark and Evolysse™ and Evolus Rewards™ are trademarks of Evolus, Inc. Hi-Pure™ is a trademark of Daewoong Pharmaceutical Co, Ltd.

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