NEWS RELEASE

Evolus Rewards™ Patient Loyalty Program Surpasses 1 Million Enrolled Consumers

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- Achieves 2 Million Jeuveau ® Redemptions
- Anticipates Launch of Club Evolus ™ , the first consumer membership program by a neurotoxin manufacturer, on November 4, 2024

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

“The achievement of these milestones underscores the success of our strategy to democratize beauty and make aesthetics accessible to a new generation of consumers,” said David Moatazedi, President and Chief Executive Officer. “Our easy-to-use, SMS-based loyalty program offers consumers an instant $40 savings on every Jeuveau ® treatment, while providing practices with the only co-branded solution to encourage repeat visits. We’re proud of the rapid adoption of this innovative program, which has grown to over 1 million consumers and achieved more than 2 million redemptions.

“We are excited to expand our loyalty offering with the upcoming launch of Club Evolus, the industry's first subscription-based consumer membership program from a neurotoxin manufacturer, debuting on November 4th. Powered by the same proprietary digital platform that enhances the practice experience, Club Evolus will offer consumers even more value and convenience.”

Evolus Rewards ™ was launched in 2020 soon after Jeuveau ® was approved by the FDA in 2019. The program offers enrolled patients $40 off Jeuveau ® treatments every 90 days at participating providers. The program enhances

convenience and ease by delivering a fun, frictionless experience with instant rewards. This approach allows both patients and practices to effortlessly engage with the program.

Evolus Rewards ™ supports the company's mission of partnering with its customers and driving consumers back to their practices with co-branded reminders and text messages, while attracting the next generation of beauty consumers considering aesthetic injectables. On average, practices participating in Evolus Rewards™ experience significantly higher revenue growth than non-participating practices.

Importantly, more than half of new entrants to Evolus Rewards ™ are millennials or younger. This demographic represents the future of the aesthetics industry and is a highly sought-after audience for providers looking to expand their businesses.

About Evolus, Inc.

Evolus (NASDAQ: EOLS) is a global 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 ™ , and the exclusive distributor in Europe of Estyme ® , a line of unique injectable hyaluronic acid (HA) gels. These injectable HA gels are currently in the late stages of the regulatory approval process, with plans, upon approval, for a launch starting in 2025. Visit us at **www.evolus.com**, and follow us on **LinkedIn**, **X**, **Instagram** or **Facebook**.

Jeuveau ® and Nuceiva ® , are registered trademarks and Evolysse ™ is a trademark of Evolus, Inc.
Hi-Pure ™ is a trademark of Daewoong Pharmaceutical Co, Ltd.
Estyme ® is a trademark of Symatese Aesthetics S.A.S.

Investors:
Nareg Sagherian, Vice President, Head of Global Investor Relations and Corporate Communications
Phone: (248) 202-9267
Email: **ir@evolus.com**

Media :
Email: **media@evolus.com**

Source: Evolus, Inc.