

REVOLVE

REVOLVE Continues to Lead in Premium Customer Experience with the Launch of Innovative Loyalty Program

LOS ANGELES--(BUSINESS WIRE)-- Revolve Group, Inc. (NYSE: RVLV), the next-generation fashion retailer for Millennial and Generation Z consumers, announces the launch of their customer loyalty program built using the retailer's own proprietary technology to further enhance the customer value proposition.

Driven by what the REVOLVE customer loves and what she wants most, REVOLVE created an innovative program leveraging both transactional and emotional loyalty drivers. Reward opportunities surpass traditional industry standard points and perks to include access to unique experiences, exclusive meet & greets with influencers and celebrities, the chance to join REVOLVE trips and much more.

"We developed this program entirely with our core customer in mind. We utilized our live customer service channels to confirm what inspires our customer and why she likes to shop with us. It was plain and simple, she told us she wanted access to a fun and engaging program that rewarded her for shopping her favorite brands," says Mike Karanikolas, Co-CEO & Co-Founder of REVOLVE. "The program was built in-house using proprietary technology which allows us full control and adaptability over time. We're excited to further engage with our customers while providing them with enticing rewards and experiences along the way."

The program serves customers with different tiers of rewards and perks on points garnered through each dollar of purchase. For every 2,000 points earned, customers will receive a \$20 reward to spend on the site within 3 months and have the chance to make triple the points through REVOLVE's brand of the month. Each loyalty tier will receive another set of perks such as early access to new arrivals and sales, personalized shopping with REVOLVE expert stylists, and opportunities to experience the REVOLVE lifestyle through exciting marketing events.

Additional information on REVOLVE's Loyalty Program can be found below and at **REVOLVE.com**

About Revolve Group, Inc.

Revolve Group, Inc. (RVLV) is the next-generation fashion retailer for Millennial and Generation Z consumers. As a trusted, premium lifestyle brand, and a go-to online source for discovery and inspiration, we deliver an engaging customer experience from a vast yet curated offering of apparel, footwear, accessories and beauty styles. Our dynamic platform connects a deeply engaged community of millions of consumers, thousands of global fashion influencers, and hundreds of emerging, established and owned brands.

We were founded in 2003 by our co-CEOs, Michael Mente and Mike Karanikolas. We sell merchandise through two differentiated segments, REVOLVE and FORWARD, that leverage one platform. Through REVOLVE we offer a highly curated assortment of full-price premium apparel and footwear, accessories and beauty products from emerging, established and owned brands. Through FORWARD we offer an

assortment of iconic and emerging luxury brands. For more information, visit www.revolve.com.

REVOLVE Loyalty Program Fact Sheet

Loyalty Tiers:

- Insider
- Star
- VIP
- Elite

— No credit card required to join loyalty program

— Receive a sign up bonus of 1,000 points and 500 additional points for following @REVOLVE on Instagram & Facebook

— The more you shop, the more points you can receive per dollar (up to 3 points per dollar)

— FORWARD by Elyse Walker (**FWRD.com**) loyalty program coming soon with rewards that will be eligible for use on both **REVOLVE.com** and **FWRD.com**

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