

REVOLVE

REVOLVE Launches Brand Ambassador Program Leveraging in-House, Proprietary Technology

LOS ANGELES--(BUSINESS WIRE)-- Revolve Group, Inc. (NYSE: RVLV) announces the launch of its innovative Brand Ambassador program, opening up a broad, community-driven extension of its robust influencer marketing strategy, and establishing what's next in the social commerce arena for digitally native retailers.

The initiative harnesses the combined influence of REVOLVE's community, empowering everyday customers to operate as influencers, and get rewarded as they engage with their favorite brands and products. The program offers commissions, and exclusive incentives including early access to new brands, participation in #REVOLVEAroundtheWorld trips, and access to events including REVOLVE Festival.

REVOLVE's Brand Ambassador program will also offer top sellers the opportunity to create an X REVOLVE capsule collection. This underscores the retailer's position as a powerful platform for the amplification of brands and influencers, by leveraging data and combining it with expert marketing and production capabilities.

We are incredibly passionate about REVOLVE's Brand Ambassador program, and the value it will bring to the customer experience. It leverages the combined strengths of REVOLVE: influencer marketing, data, production and brand ideation. With this, we are creating new avenues for our community to exercise the power of influence. - Raissa Gerona, Chief Brand Officer, REVOLVE

REVOLVE's in-house, proprietary technology facilitates a seamless product-to-social sharing process for verified users of the program. Ambassadors are able to create customized landing pages that operate as storefronts, to which they can add "favorites," and curate products around specific themes. From these landing pages, individuals link directly to their social channels, allowing them to utilize their platforms and voices effectively to generate earnings from sales.

An initial soft-launch of Brand Ambassadors onboarded over 3,000 members and drew a waiting list of 10,000 applicants. During its nascent period the program has rapidly become one of REVOLVE's top sources of traffic, generating incremental net sales, and yielding dynamic data insights that will further inform the company's connection to, and understanding of, its customers and brands for years to come.

Additional information on REVOLVE's Brand Ambassador Program can be found [HERE](#).

[REVOLVE Brand Ambassador Program Overview](#)

How it works:

Ambassadors register on REVOLVE's [homepage](#), and are vetted on a case-by-case basis.

Once approved, Ambassadors share their favorite products by linking to social channels via a customized landing page.

Commission on applicable sales can be paid in the form of cash or REVOLVE shopping credits.

Who can join:

Initial qualifications have been established to create an open framework with a balanced and diverse approach for members of our community.

Evaluation considerations include, but are not limited to:

- Platform diversity (e.g. Instagram, YouTube, Tik Tok, Personal Blog)
- High-quality visual approach to content
- History of engagement with followers
- Audience

A dedicated in-house team, under REVOLVE's Brand Marketing division will lead the vetting process.

REVOLVE Brand Ambassador Incentives:

Additional incentives will be offered as part of REVOLVE's commitment to creating a rewarding and engaging experience for its customers. These include, but are not limited to:

- Opportunity to collaborate with REVOLVE to curate your very own X REVOLVE capsule collection. For Winner Selection, Ambassadors will be placed in a tier ("Tier(s)") based on their Instagram following, which will be determined as of the end of the Contest Period (Nov. 17, 2021 - May 16, 2022). The Tiers will be defined as follows:
 - Tier 1: Under 100,000 Instagram followers
 - Tier 2: 100,000 to 500,000 Instagram followers
 - Tier 3: 500,000 to 1 million Instagram followers
 - Tier 4: 1+ million Instagram followers
- Participation in one of REVOLVE's well-known experiential marketing events
- Participation in exclusive Brand Ambassador events
- Clothing credits & exclusive product giveaways

About REVOLVE

Revolve Group (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 complementary segments, REVOLVE and FWRD, that leverage one platform. Through REVOLVE, we offer an assortment of premium apparel and footwear, accessories, and beauty products from emerging established and owned brands. Through FWRD, we offer a highly curated assortment of iconic and emerging luxury brands. For more information, visit www.revolve.com.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of Section 27A of the

Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical or current fact included in this press release are forward-looking statements, including but not limited to statements about the anticipated impact of the Brand Ambassador Program on our business and its effect on the fashion industry. Forward-looking statements include statements containing words such as “will,” “expect,” “anticipate,” “believe,” and similar expressions intended to identify forward-looking statements. These forward-looking statements are based upon our current expectations. Forward-looking statements involve risks and uncertainties, and actual results or outcomes and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of these risks and uncertainties, which include, without limitation, risks related to [the continued impact of the COVID-19 pandemic; demand for our products; general economic conditions; our ability to react to customers in a cost effective manner; the strength of our brand; competition; system interruptions; our ability to fulfill orders;] and other risks and uncertainties included under the caption “Risk Factors” and elsewhere in our filings with the Securities and Exchange Commission, including, without limitation, our Quarterly Report on Form 10-Q for the quarter ended September 30, 2021. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. All forward-looking statements are qualified in their entirety by this cautionary statement, and we undertake no obligation to revise or update any forward-looking statements to reflect events or circumstances after the date hereof.

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