



## **Sally Beauty Holdings, Inc. Announces Hiring of April Holt as Group Vice President, Stores for Beauty Systems Group**

October 28, 2019

DENTON, Texas--(BUSINESS WIRE)--Sally Beauty Holdings, Inc. (NYSE:SBH) (“the Company”) today announced April Holt has been appointed as Group Vice President, Stores for Beauty Systems Group, with a start date of October 28, 2019. Ms. Holt joins SBH from Victoria’s Secret where she has worked for the last 16 years. Her most recent role was Executive Vice President, Stores and Operations. Before Victoria’s Secret, Ms. Holt worked for GAP and Old Navy for 10 years in a variety of field leadership roles. In addition, she also has a strong personal connection with the professional beauty industry, as her family owned a cosmetology school for many years.

“We are so excited to have April join SBH. She brings a wealth of store operational experience with her to BSG, as well as a remarkable track record of success and delivering results. She will help us propel the business forward by leading our continued efforts to improve our CosmoProf stores’ strategy, performance and execution. She will contribute significantly to our success this fiscal year and beyond,” said Mark Spinks, President, Beauty Systems Group.