

**REVANCE THERAPEUTICS, INC.**

**CHARTER OF THE BRAND STRATEGY COMMITTEE  
OF THE BOARD OF DIRECTORS**

**LAST REVISED: SEPTEMBER 29, 2021**

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**PURPOSE**

The Brand Strategy Committee (the “*Committee*”) is established as a committee of the Board of Directors (the “*Board*”) of Revance Therapeutics, Inc. (“*Revance*”) with the purpose of providing oversight with respect to the corporate strategies, activities and initiatives relating to brand development and marketing of the products, services and product pipeline of Revance and its subsidiaries (collectively, the “*Company*”). The operation of the Committee shall be subject to the Bylaws of the Company as in effect from time to time and Section 141 of the Delaware General Corporation Law.

**COMPOSITION**

The Committee shall consist of at least two members of the Board. Each member shall, in the judgment of the Board, have: (i) brand strategy, marketing and product launch expertise; and/or (ii) development and commercialization experience in the biopharmaceutical, financial technology and/or financial services industries. In addition, members of the Committee shall possess any other qualifications as may be determined by the Board or the Nominating and Corporate Governance Committee of the Board from time to time.

The members of the Committee and the Committee Chairperson, if one is specified, shall be appointed by and serve at the discretion of the Board. Vacancies occurring on the Committee shall be filled by the Board.

**MEETINGS AND MINUTES**

The Committee shall hold such regular or special meetings as its members shall deem necessary or appropriate. Other members of the Board who are not members of the Committee, members of management and external advisers may be invited to act in an advisory role and/or attend all or part of any meeting, as and when appropriate. Minutes of each meeting of the Committee shall be prepared and distributed to the Committee and the Secretary of the Company promptly after each meeting. The Chairperson of the Committee shall report to the Board from time to time, or whenever so requested by the Board.

**AUTHORITY**

The Committee shall have authority to retain and determine compensation for, at the expense of the Company, special legal, regulatory or other advisors or consultants as it deems necessary or appropriate in the performance of its duties. The Committee shall also have authority to pay, at the expense of the Company, ordinary administrative expenses that, as determined by the Committee, are necessary or appropriate in carrying out its duties. Each member of the Committee shall have full access to all books, records, facilities and personnel of the Company as deemed necessary or appropriate by any member of the Committee to discharge his or her responsibilities hereunder. The Committee shall have authority to require that any of the Company’s personnel, counsel, regulatory experts or investment bankers, or any other consultant or advisor to the Company attend any meeting of the Committee or meet with any member of the Committee or any of its special, outside legal, regulatory or other, advisors or consultants. The approval

of this Charter by the Board shall be construed as a delegation of authority to the Committee with respect to the responsibilities set forth herein.

## **RESPONSIBILITIES**

To implement the Committee's purpose and policy, the Committee shall be charged with the following functions and processes with the understanding, however, that the Committee may supplement or (except as otherwise required by applicable laws or rules) deviate from these activities as appropriate under the circumstances, and has the authority to delegate any of its responsibilities to individual members of the Committee to the extent deemed appropriate by the Committee in its sole discretion, but subject to the general oversight of the Board:

- review and advise the Board on overall strategy, direction and effectiveness of the Company's brand and marketing plans and strategies, and its role in achieving the Company's long-term goals and objectives;
- identify and provide the Board with the Committee's views on and risks related to marketing and branding developments and trends that are relevant to the Company and in alignment with the Company's commercialization and sales strategy and success of its product and services;
- assess and advise the Board, from time to time, on the Committee's view of the quality, expertise recruitment and retention of sales and marketing personnel in the Company's commercial organization;
- advise the Board with respect to collaborations with physicians and influencers, and participation in other programs to enhance the Company's value proposition and visibility of its products and services in the marketplace;
- oversee and make recommendations with respect to any social media presence by the Company;
- make any recommendations to the Board that the Committee deems appropriate on any areas within its responsibility including where action or improvement is needed;
- review, discuss and assess its own performance at least annually and also periodically review and assess the adequacy of this Charter, including the Committee's role and responsibilities as outlined in this Charter, and recommend any proposed changes to the Board for its consideration;
- review and make recommendations on such other related topics as determined by the Board; and
- perform such other functions and to have such powers as may be necessary or appropriate in the efficient and lawful discharge of the foregoing.