

REVANCE THERAPEUTICS, INC.

CHARTER OF THE BRAND STRATEGY COMMITTEE OF THE BOARD OF DIRECTORS

APPROVED: OCTOBER 10, 2019

PURPOSE

The Brand Strategy Committee (the “*Committee*”) is established as a committee of the Board of Directors (the “*Board*”) of Revance Therapeutics, Inc. (the “*Company*”) with the purpose of providing oversight with respect to the Company’s corporate strategies, activities and initiatives relating to brand development and marketing of the Company’s products and product pipeline.

COMPOSITION

The Committee shall consist of at least two members of the Board with: (i) brand strategy, marketing and product launch expertise; and/or (ii) development and commercialization experience in the biopharmaceutical industry. In addition, members of the Committee shall possess any other qualifications determined by the Board or the Nominating and Corporate Governance Committee of the Board from time to time.

The members of the Committee shall be appointed by and serve at the discretion of the Board. Vacancies occurring on the Committee shall be filled by the Board. The Chair of the Committee shall be appointed by the Board.

COMPENSATION

A member of the Committee may receive additional directors’ fees to compensate such member for the time and effort expended by such member to fulfill his or her duties as a Committee member.

MEETINGS AND MINUTES

The Committee shall hold such regular or special meetings as its members shall deem necessary or appropriate. Minutes of each meeting of the Committee shall be prepared and be accessible to each director of the Company and distributed to the Secretary of the Company promptly after each meeting. The Chairman 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:

- 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 marketing and branding developments and trends that are relevant to the Company and in alignment with the Company's strategy and success of the Company's product commercialization and sales;
- 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 in the marketplace;
- evaluate the Committee's own performance;
- have 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;
- 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 and make recommendations on such other related topics as determined by the Board;
- review the adequacy of this Charter and recommend any changes to the Board for its approval; 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.