

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): May 22, 2023

EUROPEAN WAX CENTER, INC.

(Exact name of Registrant as Specified in Its Charter)

Delaware
(State or Other Jurisdiction
of Incorporation)

001-40714
(Commission File Number)

86-3150064
(IRS Employer
Identification No.)

5830 Granite Parkway, 3rd Floor
Plano, Texas
(Address of Principal Executive Offices)

75024
(Zip Code)

Registrant's Telephone Number, Including Area Code: (469) 264-8123

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Class A common stock, par value \$0.00001 per share	EWCZ	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§ 230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§ 240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On May 22, 2023, the Company announced the appointment of Andrea Wasserman as Chief Commercial Officer (“CCO”) of the Company, effective May 30, 2023.

Ms. Wasserman, age 44, was most recently a Managing Director for Connected Commerce at JPMorgan Chase where she focused on growing revenue via B2C marketing and B2B partnerships. From 2018 to 2021 she held several leadership roles at Verizon, including Head of Global Commerce at Verizon Media Group, and Vice President of Retail Experience at Verizon Consumer Group. Prior to Verizon, Ms. Wasserman was Senior Vice President, GM eCommerce at Hudson’s Bay and Lord & Taylor, Chief Executive Officer and Board Member at Sole Society, and held several leadership positions at Nordstrom, including General Manager, Weddings and Prom. She received her B.S. in Policy Analysis and Management from Cornell University, and her MBA from Columbia Business School.

The Board of Directors of the Company approved a grant of an equity award to Ms. Wasserman in connection with the appointment as CCO with a grant date fair value of \$1,000,000. The grant will consist of restricted stock units (“RSUs”) and non-qualified stock options under the Company’s 2021 Omnibus Incentive Plan. The grant of RSUs and options will be made on Ms. Wasserman’s start date, May 30, 2023. The RSUs will vest in equal installments on each of the first three anniversaries of the date of grant, and the options will be exercisable on the third anniversary of the date of grant, with an expiration date of the tenth anniversary of the date of grant.

Ms. Wasserman does not have any family relationships with any director, officer or person nominated or chosen by the Company to become a director or executive officer of the Company. There is no arrangement or understanding between Ms. Wasserman and any other person pursuant to which she was appointed CCO of the Company. There are no transactions involving Ms. Wasserman requiring disclosure under Item 404(a) of Regulation S-K.

Item 7.01 Regulation FD Disclosure.

The Company issued a press release in connection with the announcement of Ms. Wasserman’s appointment as CCO, a copy of which is furnished herewith as Exhibit 99.1.

All of the information included in this Item 7.01 the accompanying exhibit is being furnished and shall not be deemed to be “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section, and shall not be incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filings, unless expressly incorporated by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits

Exhibit Number	Description
99.1	Press release announcing leadership updates, issued by European Wax Center, Inc. on May 22, 2023
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

EUROPEAN WAX CENTER, INC.

Date: May 22, 2023

By: /s/ GAVIN M. O'CONNOR

Name: Gavin M. O'Connor

Title: Chief Legal Officer, Chief Human Resources Officer and
Corporate Secretary

European Wax Center, Inc. Appoints Andrea Wasserman as Chief Commercial Officer

European Wax Center, Inc. (the “Company” or “European Wax Center”) (NASDAQ: EWCZ), the largest and fastest-growing franchisor and operator of out-of-home waxing services in the United States, today announced the appointment of Andrea Wasserman as Chief Commercial Officer effective May 30, 2023.

“We are excited to deepen our executive leadership team and welcome Andrea Wasserman as our first Chief Commercial Officer. In this newly created role, Andrea will lead the Marketing, Merchandising, Loyalty, Customer Relationship Management, eCommerce, and Data Insights teams and work across functions to drive revenue and profitable growth derived from our world-class 360-degree guest experience,” said David Berg, Chief Executive Officer of European Wax Center. “She is a proven leader with nearly 20 years of consumer expertise and a track record of strategic and operational success across multiple industries. She will be a valuable addition to our leadership team as we continue to focus on unit expansion, in-center sales optimization and shareholder value.”

Most recently, Ms. Wasserman was a Managing Director for Connected Commerce at JPMorgan Chase where she focused on growing revenue via B2C marketing and B2B partnerships. From 2018 - 2021 she held several leadership roles at Verizon, including Head of Global Commerce at Verizon Media Group, and Vice President of Retail Experience at Verizon Consumer Group. Prior to Verizon, Ms. Wasserman was Senior Vice President, GM eCommerce at Hudson’s Bay and Lord & Taylor, Chief Executive Officer and Board Member at Sole Society, and held several leadership positions at Nordstrom, including General Manager, Weddings and Prom. She received her B.S. in Policy Analysis and Management from Cornell University, and her MBA from Columbia Business School.

About European Wax Center, Inc.

European Wax Center, Inc. (NASDAQ: EWCZ) is the largest and fastest-growing franchisor and operator of out-of-home waxing services in the United States. European Wax Center locations perform more than 22 million services per year, providing guests with an unparalleled, professional personal care experience administered by highly trained wax specialists within the privacy of clean, individual waxing suites. The Company continues to revolutionize the waxing industry with its innovative Comfort Wax®

formulated with the highest quality ingredients to make waxing a more efficient and relatively painless experience, along with its collection of proprietary products to help enhance and extend waxing results. By leading with its values – We Care About Each Other, We Do the Right Thing, We Delight Our Guests, and We Have Fun While Being Awesome – the Company is proud to be Certified™ by Great Place to Work®. European Wax Center, Inc. was founded in 2004 and is headquartered in Plano, Texas. In 2022 its network of 944 centers in 45 states generated sales of nearly \$900 million. For more information, including how to receive your first wax free, please visit: <https://waxcenter.com>.

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