



PUIG BRANDS, S.A.

NOTICE OF ANNUAL GENERAL SHAREHOLDERS' MEETING

The Board of Directors of Puig Brands, S.A. ("**Puig**" or the "**Company**") has resolved to call the Annual General Shareholders' Meeting, to be held at the Hyatt Regency Barcelona Tower, located at Gran Vía, 144, 08907 L'Hospitalet de Llobregat (Barcelona) at 12:00 hours on 28 May 2025 on first call or, if the necessary quorum is not achieved, at the same place and time on 29 May 2025 on second call.

Shareholders are informed that **the General Meeting is expected to be held on first call** at the place, at the time, and on the date stated above.

The General Meeting is called to deliberate and resolve on the matters set out on the following:

AGENDA

- One.** Examination and approval of the Company's separate annual accounts and the separate management report for the financial year ended 31 December 2024.
- Two.** Examination and approval of the Company's consolidated group annual accounts and management report for the financial year ended 31 December 2024.
- Three.** Examination and approval of the consolidated non-financial information statement and the sustainability report for the Company and its subsidiaries for the financial year ended 31 December 2024.
- Four.** Examination and approval of the proposed allocation of the results for the financial year ended on 31 December 2024.
- Five.** Examination and discharge of the Board of Directors' management activities during the financial year ended 31 December 2024.
- Six.** Reappointment of the auditor for the Company and its consolidated group for the 2025 financial year.
- Seven.** Appointment of the sustainability reporting verifier for the 2025 financial year.



- Eight.** Consultative vote on the Annual Director Remuneration Report for the financial year ended 31 December 2024.
- Nine.** Approval of a Long-term Incentive Plan distributing Class B shares of the Company to executive directors and executives of Puig.
- Ten.** Delegation of powers to formalize, interpret, correct, and implement the resolutions passed by the General Shareholders' Meeting.

SUPPLEMENT TO THE NOTICE OF GENERAL MEETING AND SUBMISSION OF PROPOSALS FOR RESOLUTIONS

Shareholders that hold at least three per cent (3%) of the share capital may request the publication of a supplement to the notice of this General Meeting including one or more agenda items, provided that the request is submitted together with an explanation or a reasoned proposal for a resolution, as well as they may submit reasoned proposals for resolutions on matters that have already been included or should be included on the agenda of this notice of General Meeting.

Notice of the exercise of the above rights is to be sent to the Company by means that leave a verifiable record, for the attention of General Counsel at the registered office at Plaza Europa 46-48, 08902, L'Hospitalet de Llobregat, Barcelona (Spain), stating the shareholders who are exercising the rights and the number of shares they hold. Notice must be received within five (5) days since the publication of this notice.

ELECTRONIC SHAREHOLDER FORUM

To enhance communication ahead of the General Meeting, the Company has enabled an Electronic Shareholder Forum (the "**Forum**") in the General Shareholders' Meeting section on its corporate website (www.puig.com). The Forum may be accessed, with proper safeguards, both by individual shareholders and by any voluntary associations they may form under the law.

Proposals to be submitted supplementary to the agenda announced in this notice of General Meeting, requests for accession to those proposals, initiatives to achieve percentages sufficient to exercise a minority right as envisaged by law and offers or requests to serve as proxy may be published on the Forum.

To be able to log into the Forum, shareholders and voluntary associations of shareholders must register as Forum users following the procedure established in the Electronic Shareholder Forum Regulations, which set out



the conditions for logging into and using the Forum and are available on the Company's website (www.puig.com).

RIGHT TO INFORMATION

In accordance with article 518 of the Spanish Companies Act and article 11 of the General Meeting Regulations, from the date of publication of this notice of General Meeting and until the General Meeting is held, shareholders will have access, and may obtain on the Company's website (www.puig.com), on an uninterrupted basis, all documents necessary to provide shareholders with information for, and to enable shareholders to attend and participate at, the General Meeting, including, among others, the full text of each of the proposed resolutions included in the agenda.

Shareholders are further entitled to examine those documents at the registered office (Plaza Europa 46-48, 08902 L'Hospitalet de Llobregat – Barcelona) and to request copies to be provided or mailed, immediately and free of charge.

From publication of this notice of General Meeting up to and including the fifth (5th) day before the scheduled date of the meeting on first call, shareholders may request in writing all information and explanations they consider necessary regarding the agenda items or submit in writing whatever questions they deem convenient.

They may also request in writing, during that same period, any relevant explanations regarding the publicly available information the Company has submitted to the Spanish Securities Market Commission since the last General Meeting or regarding the report by the Company's auditor.

Requests for information may be delivered to the registered office (Plaza Europa 46-48, 08902 L'Hospitalet de Llobregat – Barcelona, for the attention of the General Counsel) or sent by post to the Company's registered office or by electronic means to the email address junta2025@puig.com. Requests for information must in all cases be signed by the shareholder or, if the information is requested by digital means, by the shareholder's qualified electronic signature, to enable the Company to ensure authenticity and the identity of the shareholder exercising the right to information.

RIGHT TO ATTEND

Under article 14 of the Articles of Association and article 15 of the General Meeting Regulations, General Meetings may be attended by the holders of at least one thousand (1,000) Class A and/or Class B shares, provided that their shareholdings have been registered in their name in the corresponding share



register five (5) days before the scheduled date of the General Meeting (namely, 23 May 2025 if the General Meeting is held on first call as scheduled).

Shareholders that hold a smaller number of shares may appoint another shareholder entitled to attend as their proxy, or they may join together with other shareholders in the same situation until they have grouped together the number of shares necessary to attend the General Meeting, appointing one of them to act as proxy for the rest. That association must be formed specially for this General Meeting and must be recorded in writing.

Shareholders that are entitled to attend the General Meeting may do so in person, either physically at the venue, on the date, and at the time scheduled for the General Meeting, or online via the Online Attendance Platform enabled for that purpose on the Company's website (www.puig.com), all according to the rules set out below:

a) Physical attendance

Shareholders entitled to attend the General Meeting that choose to do so physically in person must present their attendance card or the document proving that they are a shareholder at the entrance to the venue where the General Meeting is being held, since one hour before the time scheduled for the start of the meeting, namely, **from 11:00 hours on 28 May 2025** if the General Meeting is held on first call as scheduled.

For purposes of attesting to the identity of shareholders, when presenting the attendance card or other document demonstrating that they are a shareholder, attendees may also be asked to prove their identity by presenting their national identification number document or other valid official document generally accepted for that purpose.

b) Online attendance

Shareholders entitled to attend the General Meeting that choose to attend by online means may do so via the Online Attendance Platform at the General Shareholders' Meeting section enabled on the Company's website (www.puig.com) for that purpose in accordance with the following instructions:

- (i) Pre-registration: Shareholders (or proxy holders, as the case may be) that choose to attend the General Meeting online must first register on the Online Attendance Platform since the day on which this notice of General Meeting is published up until twenty-four (24) hours immediately before the scheduled time of the General Meeting on first call (namely, until **12:00 hours on 27 May 2025**), as directed in the



"Rules for Attendance, Proxy, and Distance Voting", available on the Company's website (www.puig.com).

- (ii) Connecting to and attending the General Meeting: Shareholders or proxy holders that have pre-registered to attend the General Meeting online must log in on the Online Attendance Platform in the two hours immediately preceding the scheduled time of the General Meeting on first call (namely, **from 10:00 hours to 12:00 hours on 28 May 2025**) and must identify themselves by the means they used on the pre-registration process as per section (i) above. No attendees will be permitted to connect online after that time.
- (iii) Statements and questions: Shareholders or proxy holders attending the General Meeting online must send any statements, requests for information, explanations and proposals to be made at the General Meeting under the Spanish Companies Act, the Articles of Association, and the General Meeting Regulations to the Company in the terms specified on the Company's website (www.puig.com) between pre-registration as per section (i) above and the time the General Meeting is called to order. Statements and questions will be recorded in the minutes of the meeting only if expressly requested.

Shareholders that exercise their right to information at the General Meeting, where applicable, will be answered verbally during the meeting or in writing within seven (7) days following the end of the General Meeting.

- (iv) Voting: Votes on the proposed resolutions under the agenda items may be cast following the instructions posted on the Online Attendance Platform on the Company's website (www.puig.com) since the shareholder or proxy holder connects to the General Meeting until the Chairman or Secretary, as the case may be, announces that the period for voting on the proposed resolutions has ended.

Online attendees may cast their votes on proposed resolutions concerning any matters that by law do not have to be included on the agenda as soon as those proposals have been read out and voting is enabled on the Online Attendance Platform.

- (v) Revocation and precedence: Online attendance by shareholders will be the same as attending the General Meeting physically in person. In any case, attending the General Meeting physically will invalidate online attendance by the shareholder or the shareholder's proxy.



Online attendance by shareholders will prevail over votes cast by post or email in advance and over proxies issued in advance of the General Meeting.

Shareholders or their proxies attending online that wish to state expressly for the record that they are exiting the General Meeting so that their votes are not counted must send an electronic communication via the Communications to the Notary section on the Online Attendance Platform that will be enabled on the Company's website (www.puig.com).

PROXY AND VOTING USING REMOTE MEANS OF COMMUNICATION

Pursuant to article 14 of the Articles of Association and article 14 of the General Meeting Regulations, shareholders that are entitled to attend the General Meeting may be represented at the General Meeting by another person, who need not be a shareholder of the Company.

Proxies must be issued in writing specially for this General Meeting and submitted by post, by email, or by other remote means of communication. This is without prejudice to the applicable legislation concerning representation by family members and general powers of attorney.

Shareholders that wish to appoint proxy must fill out and sign the corresponding attendance card issued by the Company or by the corresponding Iberclear participating entity for that purpose.

The person appointed as proxy is to exercise that proxy by attending the General Meeting in person, either physically or online, and must either present the attendance card at the shareholder registration desk at the General Meeting venue one hour before the scheduled start time for the meeting on the scheduled meeting date, namely, **from 11:00 hours on 28 May 2025** or, if attending online, according to the procedure established for that purpose in the rules for attending General Meetings online.

Likewise, pursuant to article 14 bis of the Articles of Association and article 25 of the General Meeting Regulations, shareholders may vote on the proposals put forward in the agenda by post, by email, or by any other means of remote communication, provided that the identity of the person casting the vote is duly verifiable and, where appropriate, electronic communications security is assured.

Shareholders that wish to appoint proxy or exercise their voting rights by remote means of communication must complete the appropriate section on the attendance card issued by the Company or, if applicable, by the Iberclear



participating entity for that purpose, sign the card, and send it to the Company as explained below:

(i) *By post*

Shareholders that choose to issue proxy or cast their vote by post must send to the Company's registered office (PUIG BRANDS, S.A., Attn.: General Counsel, Plaza Europa 46-48, 08902 Hospitalet de Llobregat, Barcelona (Spain)) the corresponding attendance card issued by the Company or by the corresponding Iberclear participating entity for that purpose, duly filled out and signed.

(ii) *By electronic means*

Shareholders that choose to issue proxy or cast their vote by electronic means may do so by logging in to the area set up for that purpose on the Company's corporate website (www.puig.com) and following the instructions set out in the "Rules for Attendance, Proxy and Distance Voting" available on the Company's website (www.puig.com).

Shareholders may also send by email the corresponding attendance card issued for that purpose by the Company or by the corresponding Iberclear participating entity, duly filled out and signed using a qualified electronic signature, to the email address junta2025@puig.com.

To be valid proxy appointments and votes cast by any remote (postal or electronic) means must be received by the Company no later than 24:00 hours on the day immediately preceding the day scheduled for holding the General Meeting on first call, namely, **no later than 24:00 hours on 27 May 2025**. Otherwise the proxy will be deemed not to have been issued and the vote will be deemed not to have been cast. Once that deadline has passed, only votes cast by shareholders or their appointed proxies at the General Meeting, either physically or online, will be admissible.

The computer applications for voting and issuing proxies electronically will be operational from the date of publication of the notice of meeting and will be closed down at **24:00 hours on 27 May 2025**. The Company will implement an electronic date stamp system based on objective time stamping through a third party for this purpose to record the time of receipt, and where applicable of acceptance or rejection, of the vote and/or the electronic proxy.

The instructions and directions set out in the "Rules for Attendance, Proxy, and Distance Voting" available on the Company's website (www.puig.com) will apply for all matters not envisaged on this notice.



Shareholders are informed that a recording of the General Meeting will be posted on the Company's website (www.puig.com).

NOTARIAL INTERVENTION

The Board has resolved to engage a Spanish Notary public to be present and to draw up the minutes of the General Meeting in accordance with article 203.1 of the Spanish Companies Act.

DATA PROTECTION

The personal data collected in connection with the organisation and holding of the 2025 Annual General Shareholders' Meeting will be processed as specified in the privacy notice entitled "Annual Shareholders' Meeting – Personal Data Protection", available in the Annual General Meeting section on the Company's website (www.puig.com).

In L'Hospitalet de Llobregat (Barcelona), on 24 April 2025

Joan Albiol Ramis
Non-Director Secretary of the Board of Directors

(Translation of a document originally issued in Spanish. In the event of a discrepancy, the Spanish language version prevails)