



**PUIG BRANDS, S.A.
2025 ANNUAL GENERAL SHAREHOLDERS' MEETING**

RULES FOR ATTENDANCE, PROXY, AND DISTANCE VOTING

RIGHT TO ATTEND

Under article 14 of the Articles of Association and article 15 of the General Meeting Regulations of Puig Brands, S.A. (the "**Company**"), General Meetings may be attended by the holders of at least one thousand (1,000) shares, regardless of whether they are Class A shares or Class B shares, provided that their holdings have been registered in their name in the corresponding book-entry register five (5) days before the scheduled date of the General Meeting (namely, 23 May 2025 if the 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 each General Meeting and must be recorded in writing.

To be able to attend a General Meeting, the shareholder must be in possession of one of the following documents: (i) the relevant attendance card; (ii) a certificate issued by the corresponding Sociedad de Gestión de los Sistemas de Registro, Compensación y Liquidación de Valores, S.A. ("**Iberclear**") participating entity in each case; or (iii) another document that proves status as shareholder under the law. Attendance cards will be issued in the shareholder's name by the corresponding Iberclear participating entity in each case or otherwise by the Company subsequent to proof of ownership of the shares.

A. Rules for attending General Meetings physically in person.

Shareholders entitled to attend the General Meeting that choose to physically attend 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 to be held starting one (1) 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. Rules for remotely attending the General Meeting.

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

(i) Pre-registration

To ensure that attendees are properly identified and their rights properly exercised, shareholders (or proxies, as the case may be) that choose to attend the General Meeting online must first register on the above Online Attendance Platform starting from the day on which the 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**. No pre-registration to attend online will be accepted after the deadline.

Shareholders are to prove their identity by means of (x) a valid electronic national identification number document (DNIe) that has not been revoked; (y) a valid qualified electronic certificate within the meaning of the Spanish Electronic Trust Services Act (*Ley 6/2020, de 11 de noviembre, reguladora de determinados aspectos de los servicios electrónicos de confianza*) ("**Electronic Trust Services Act**") issued by the Spanish Public Certification Agency (*Entidad Pública de Certificación Española (CERES)*), a subsidiary body of the Spanish National Mint (*Fábrica Nacional de Moneda y Timbre y Real Casa de la Moneda (FNMT-RCM)*), that has not been revoked; or (z) the user/key credentials that will be sent to the shareholder's email address provided after the user/key credentials request form available on the computer platform on the Company's website (www.puig.com) has been filled out and the Company has verified the shareholder's identity. Shareholders that are legal entities must also send an email to junta2025@puig.com with a scanned copy of the power of attorney or instrument authorising their attorney-in-fact to represent the legal entity.

Proxy holders that choose to attend online must register in advance and provide proof of:

- a) their identity in the same terms as provided for shareholders in the preceding paragraph; and



- b) the proxy they hold, by sending in the attendance card signed by the shareholder for which they are acting as proxy or the documents demonstrating their appointment as proxy and the shareholder status of their principal, as the case may be, to the email address junta2025@puig.com no later than twenty-four (24) hours before the time scheduled for the General Meeting on first call. The attorneys-in-fact of legal persons that are shareholders must also send to the above address a scanned copy of the power of attorney or instrument authorising them to represent the legal entity.

The Company may provide shareholders or proxy holders with additional means of identification as proof of identity. The Company also reserves the right to request from shareholders or their proxies such additional means of identification as it considers necessary to verify their status as shareholders or proxy holders.

(ii) Verification of the right to attend

The Company will verify the shareholder (and proxy holder) status of the persons that have pre-registered during the time between the close of the pre-registration period, that is, from twenty-four (24) hours immediately before the scheduled time of the General Meeting on first call and the time at which the link to connect for online attendance at the General Meeting is enabled. Online attendance will in all cases be subject to verification that the pre-registered shareholder (or the shareholder represented by pre-registered proxy) is entitled to attend the General Meeting (and that the requirements and formalities required by law, the Articles of Association, the General Meeting Regulations, and other internal implementing rules in respect of representation by proxy have been met). In any event, on the day of the General Meeting, proxy holders may be requested to provide evidence attesting to their proxies.

Shareholders that are legal entities must notify the Company of any changes to, or of revocation of, the authority held by their attorneys-in-fact; and the Company therefore declines all liability until notice has been delivered.

When the right to attend has been verified, the shareholder or proxy holder that has registered in the manner and within the deadlines described above may attend, speak, and vote at the General Meeting online using the means provided by the Company for that purpose by connecting on the day of the General Meeting as specified in the below.

(iii) Connecting to and attending the General Meeting



Shareholders or proxy holders that have pre-registered to attend the General Meeting online must log in via the General Shareholders' Meeting section on the Online Attendance Platform enabled for that purpose on the Company's website (www.puig.com), in the two (2) hours immediately preceding the scheduled time of the General Meeting on first call (namely, **between 10:00 hours and 12:00 hours on 28 May 2025**) and must identify themselves by the means they used on pre-registration set out in section (i) above. No prospective attendees will be permitted to connect online after that time.

(iv) 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, which will be duly indicated during the course of the meeting. 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 of the end of the meeting.

(v) Voting

The proposed resolutions under the agenda items may be voted on according to the instructions posted on the Online Attendance Platform on the Company's website (www.puig.com) from the time 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.

The same rules on voting and passing resolutions set forth in the General Meeting Regulations that apply for shareholders that physically attend the meeting will apply to shareholders attending the meeting online in respect of all aspects not expressly envisaged in these Rules.



(vi) *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 that attend online and 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).

(vii) *Other issues*

The Company reserves the right to take all relevant measures relating to the procedures for online attendance at General Meetings as required on technical or security grounds. The Company will not be liable for any detriment to shareholders or proxy holders that may be caused by malfunctions, overloads, power failures, log-on failures, or any other circumstances of an equivalent or similar nature that are beyond the Company's control and prevent use of the procedures for online attendance at General Meetings. The above is without prejudice to taking whatever measures are required by the circumstances to ensure that shareholders and their proxies are able to exercise their rights in full, if necessary including temporarily suspending or postponing the General Meeting.

Shareholders may not claim unlawful deprivation of rights if a General Meeting cannot be attended online in the manner stipulated in these Rules or if a temporary or permanent interruption in communications occurs during the meeting for technical reasons not attributable to the Company.



ISSUING PROXY AND VOTING USING REMOTE MEANS OF COMMUNICATION

A. **Right to proxy and remote appointment of proxy**

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 each 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.

Proxies may be revoked in all cases. Distance voting and attendance by the shareholder at the General Meeting physically or online will, irrespective of the date, revoke any proxy appointment made. Should a shareholder issue more than one proxy or cast more than one vote, the last proxy or the last vote received by the Company within the specified time limit will take precedence.

As a general rule, provided the date can be definitely proven, the last action taken by the shareholder before the General Meeting will prevail. In the absence of definite proof of the date, the shareholder's vote will prevail over any proxy issued.

If the principal shareholder has issued instructions, the proxy holder must vote as instructed and must abide by those instructions for one (1) year after the General Meeting concerned.



Proxies may represent more than one (1) shareholder without restriction as to the number of shareholders represented. Proxies that represent more than one shareholder may cast different votes based on the instructions issued by each shareholder.

Each shareholder may have only one (1) proxy at a General Meeting except as provided in article 28 of the General Meeting Regulations.

At all events, the number of shares represented will count towards completing the quorum for the General Meeting.

The Chairman of the General Meeting or whoever the Chairman may appoint will resolve any issues that arise and will decide whether the proxies issued are valid and meet requirements to attend the General Meeting.

Proxies issued remotely will be deemed valid only where they are conferred:

1. By post

Shareholders that choose to issue proxy 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.

2. Electronically

Shareholders that choose to issue proxy electronically may do so via the section provided for that purpose on the Company's website (www.puig.com) according to the procedure as directed there.

To do this, the shareholder must have (x) a valid electronic national identification number document (DNIE) that has not been revoked; (y) a valid qualified electronic certificate within the meaning of the Electronic Trust Services Act issued by the Spanish Public Certification Agency (CERES in Spanish), a subsidiary body of the Spanish National Mint, that has not been revoked; or (z) the user/key credentials that will be sent to the shareholder's email address after the user/key credentials request form available on the computer platform on the Company's website has been filled out and the Company has verified the shareholder's identity.



Shareholders may also send 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.

B. Voting rights and exercising voting rights remotely

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.

1. Voting by post

Shareholders voting by post must fill out the attendance card issued by the Company or by the corresponding Iberclear participating entity for that purpose, stating their intention to vote remotely and indicating their votes (for, against, abstention, or blank) by marking with a cross the corresponding cell in the table included on the attendance card.

After filling out the corresponding sections and signing the attendance card, the card must be sent by post to the Company's registered office (PUIG BRANDS, S.A., Attn.: General Counsel, Plaza Europa 46-48, 08902 Hospitalet de Llobregat, Barcelona (Spain)).

2. Voting by electronic means

Shareholders voting electronically may do so via the section provided for that purpose on the Company's website (www.puig.com) according to the procedure as directed there.

To do this, the shareholder must have (x) a valid electronic national identification number document (DNle) that has not been revoked; (y) a valid qualified electronic certificate within the meaning of the Electronic Trust Services Act issued by the Spanish Public Certification Agency (CERES in Spanish), a subsidiary body of the Spanish National Mint, that has not been revoked; or (z) the user/key credentials that will be sent to the shareholder's email address provided after the user/key credentials request form available on the computer platform on the Company's website has been filled out and the Company has verified the shareholder's



identity.

Shareholders may also fill out the attendance card issued by the Company or by the corresponding Iberclear participating entity for that purpose, stating their intention to vote remotely and indicating their votes (for, against, abstention, or blank) by marking with a cross the corresponding cell in the table included on the attendance card.

After filling out the relevant sections and signing the attendance card using a qualified electronic signature, the shareholder may send it to the email address junta2025@puig.com.

C. Provisions common to appointing proxy and voting remotely

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 proxy holder may vote on behalf of the principal shareholder only by attending the General Meeting in person, either physically or online.

For shareholders to be able to appoint proxy or exercise their voting rights remotely, their shares must be registered in their names in the relevant share register five (5) days before the scheduled date for holding the General Meeting (namely, 23 May 2025 if the General Meeting is held on first call as scheduled).

In addition, the validity of proxies issued and votes cast remotely is subject to verification of shareholder status by the Company. In the event of a discrepancy between the number of shares reported by the shareholder that has appointed proxy or is casting a vote remotely and the number the entity responsible for keeping the share register has on record, the number of shares in the latter entity's records will, barring proof otherwise, be deemed valid for purposes of quorums and voting.

Shareholders may revoke any proxies issued and votes cast remotely within the stipulated time limits via the same channel used to issue the proxies or cast the votes.



A shareholder that issues a proxy remotely must notify the proxy holder of the appointment. Where proxy is issued to the Chairman of the Company's Board of Directors, to a Board member, or to the Board Secretary, the proxy will be deemed to have been issued when it is received by the Company.

Prior to appointment the person to be appointed proxy must inform the shareholder in detail of any conflicts of interest existing under the law. If the proxy has not previously informed the principal that there was a potential conflict of interest before the appointment was made, the proxy must immediately inform the principal of any conflict of interest that arises subsequent to the appointment. In either case, if precise new voting instructions are not issued for each of the matters the proxy holder is to vote on behalf of the shareholder, the proxy is required to abstain.

Unless otherwise instructed by the shareholder, if the proxy holder has a conflict of interest and has not been issued express voting instructions or has instructions but deems it more advisable not to exercise the proxy in relation to the items affected by the conflict, the shareholder will be deemed to have appointed to act as proxy in those cases, jointly and severally and successively should either also have a conflict of interest, first the Chairman of the Company's Board of Directors and then the Secretary of the Company's Board of Directors, who will abstain from voting.

For purposes of articles 523 and 526 of the Spanish Companies Act, it is to be noted that the Chairman of the Company's Board of Directors and the other Board members may encounter conflicts of interest and therefore may be unable to exercise the voting rights allocated to them under the proxies they have been issued except where they have been issued express voting instructions, (i) with respect to agenda items Five and Eight, and in the case of the Chairman-Chief Executive Officer also with respect to agenda item Nine; and (ii) in the cases set out in paragraphs a), b), c), and d) of article 526.1 of the Spanish Companies Act (appointment, reappointment, or ratification of directors; dismissal, removal, or resignation of directors; exercising derivative actions; and approval or ratification of transactions between the company and a director) that may be raised outside the agenda under the Law.

Unless the shareholder expressly indicates otherwise, if a proxy has been validly issued under the law and the General Meeting Regulations but does not include voting instructions, or if uncertainties concerning the recipient or the scope of the proxy are raised, the proxy will be understood (i) to have been issued to the Chairman of the Company's



Board of Directors, notwithstanding the foregoing concerning conflicts of interest; (ii) to refer to all the items on the General Meeting agenda; (iii) to be in favour of all the proposals put forward or backed by the Board of Directors; and (iv) to also be valid for any business transacted outside the agenda, in respect of which the proxy is to abstain from voting, unless the proxy holder has sufficient grounds to consider that it would be more in the principal shareholder's interest to vote for or against the respective proposals.

By way of an exception, the proxy may vote differently if circumstances not known at the time the instructions were issued that are potentially detrimental to principal's interests arise. If the proxy holder votes other than as instructed, the proxy must immediately explain to the principal the reasons for that vote in writing.

Similarly, unless the shareholder expressly indicates otherwise, if a shareholder casts a vote remotely without clearly indicating the content of the vote or the number of specific items on the agenda to which the vote refers, it will be understood that (i) the vote refers to all the items on the General Meeting agenda and (ii) the shareholder votes in favour of all the proposals put forward by the Board.

The following order of precedence is established for proxies, remote votes, and attending the General Meeting:

- (i) Personal attendance at the General Meeting by a shareholder that had previously issued a proxy or cast a vote by post or email will render the proxy or vote null and void, irrespective of how it was issued.
- (ii) If a shareholder issues more than one proxy or casts more than one vote, the last proxy issued or the last vote cast received by the Company within the stipulated time limit will have effect.
- (iii) Specifically, a vote cast using any remote voting channel will invalidate any proxy issued using any remote channel. If the proxy was issued earlier, it will be deemed to have been revoked, and if it is issued afterwards, it will be deemed not to have been issued.
- (iv) Disposal of the shares that give rise to the right to attend the General Meeting brought to the attention of the Company at least five (5) days before the scheduled General Meeting date will invalidate both proxies and remote votes.

For shareholders that are legal persons, a copy of the power of attorney



authorising the natural person who appoints a third party to act as proxy or casts a vote remotely for and on behalf of that legal person must be submitted together with the other documents required under these Rules. Furthermore, shareholders that are legal entities must notify the Company of any changes to, or of revocation of, the authority held by their attorneys-in-fact; and the Company therefore declines all liability until notice has been delivered.

The Company reserves the right to change, suspend, cancel, or restrict any and all mechanisms for voting and appointing proxy remotely when required for technical or security reasons. The Company further reserves the right to require shareholders to produce any additional means of identification it sees fit to assure proper identification of the attendees, the authenticity of votes or proxy appointments, and more generally the legal certainty of the General Meeting proceedings.

PUIG BRANDS, S.A. will not be liable for any detriment to shareholders that may be caused by malfunctions, overloads, power failures, login failures, postal service failures, or any other circumstances of an equivalent or similar nature that are beyond the Company's control and prevent use of the procedure for remote voting and appointment of proxy.

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.

DATA PROTECTION

For the purposes of organizing and holding the 2025 General Meeting, the personal data provided as a shareholder or as a representative of a shareholder will be processed by PUIG BRANDS, S. A., for the purpose of managing your participation, including attendance control, proxy voting, and access to the online participation platforms and the Electronic Shareholders' Forum. The legal basis for the processing is the shareholder relationship, compliance with legal obligations and, where applicable, the legitimate interest of the Company.

You may find the detailed information on data protection in the privacy notice for the General Meeting, available on the Company's corporate website (www.puig.com), in the Annual General Meeting section.



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