



PUIG BRANDS, S.A.
2026 ANNUAL GENERAL SHAREHOLDERS' MEETING

PRIVACY NOTICE

The personal data provided by the shareholders or proxy holders to the Company in connection with the General Meeting will be processed by PUIG BRANDS, S.A. (hereinafter, the “**Company**”), as data controller, as provided on this Privacy Notice.

In particular, the following will be processed:

- (i) the personal data provided by the shareholders to the Company when exercising their rights to information, attendance, proxy, and voting at the General Meeting (e.g., identifying details, contact details, login credentials, data relating to its shareholder' status, etc.); included those provided (a) via the online platform enabled for proxy and voting, and for registration and remote attendance at the General Meeting; and (b) through the sending of attendance or proxy cards, electronic forms, and copies of identity and representation documentation, sent via the online platform, by post or email;
- (ii) the data provided by the banks and securities firms and brokers where the shares of the shareholders are deposited or held in custody through Iberclear; as well as
- (iii) the personal data, voice and image included, that may result from the shareholder’s voluntary intervention, through audiovisual and/or remote means, at the General Meeting.

The above personal data will be processed in compliance with the General Data Protection Regulation (GDPR) and other applicable legislation, and for the following purposes and corresponding legal basis: (i) the managing of the notice and of the holding of the General Meeting, including processing votes cast and proxies issued and monitoring remote attendance, access to the online broadcasting or participation platforms and any rights that are exercised, will be processed on the basis of the performance of the shareholding relationship and consent; (ii) the reproduction during the General Meeting of recordings voluntarily submitted by shareholders who wish to ask a question or make an intervention through this medium, will be



carried out to comply with transparency rules and principles and its legal obligations; (iii) the handling of requests for information, explanations or questions submitted by the shareholder, based on the performance of the shareholder relationship between Puig and the shareholder; and (iv) setting up, managing, and supervising the functioning of the Electronic Shareholder Forum to comply with Puig's legal obligations and the consent given.

In accordance with the Organic Act 1/1982, on protection of the right to dignity, personal and family privacy, and personal portrayal rights, by attending the General Meeting remotely and participating therein to ask any question or make any intervention, the attendee authorises the reproduction of the audiovisual materials submitted during the General Shareholders' Meeting. Notwithstanding the above, it is also noted that, although such recordings will be broadcast to the other shareholders attending the General Shareholders' Meeting during its session, they will not appear in the public streaming broadcast of the General Shareholders' Meeting that will be publicly available through the website during the session and after its conclusion.

Personal data may be disclosed to the following recipients: (i) authorities or entities as necessary to comply with legal requirements; (ii) the Notary drawing up the Minutes of the General Meeting; (iii) the general public insofar as the data appear in documents available on the www.puig.com website or are voiced at the General Meeting, whose proceedings will be recorded and broadcast on that website, on social networks, and in accredited mass media, without prejudice to the provisions in the preceding paragraph regarding the use of shareholder recordings for asking a question or intervening. Disclosure of data provided for in limbs (ii) and (iii) above is based on the performance of the shareholder relationship and the consent given prior to participation in the General Shareholders' Meeting.

In the event that any of the data processors or technology service providers are located outside the European Economic Area, appropriate safeguards shall be adopted in accordance with Articles 44 *et seq.* of the GDPR (such as standard contractual clauses).

Data subjects will in all cases and when legally applicable be entitled to exercise their rights of access, rectification, objection, not to be subject to processing based on automated individual decision-making, erasure, and restriction of processing, as well as the right to withdraw any consent given.



These rights may be exercised by writing (with proper identification) to the attention of the Data Controller, PUIG BRANDS, S.A. – Plaza Europa 46-48, 08902 Hospitalet de Llobregat, Barcelona (Spain), or by sending an email with the subject line "*Exercise of Shareholder Data Protection Rights*" to junta2026@puig.com. If you have any questions regarding this Privacy Notice, please contact our Data Protection Officer: data.privacy@puig.com, indicating in the subject line "Privacy - Annual General Meeting 2026". Data subjects may also lodge complaints with the relevant supervisory authority (in Spain, the Spanish Data Protection Agency or AEPD - www.aepd.es-) at any time.

The Company has adopted the necessary technical and organisational measures to guarantee the security of the personal data processed, particularly with regard to access to the authorised electronic platforms.

Personal data will be kept for the time necessary to fulfil the purposes for which the personal data are processed and to meet any legal, contractual or administrative responsibilities arising from its processing. Once these periods have elapsed, the data will be deleted or, where appropriate, kept duly blocked in accordance with the legislation and regulations in force.

Where shareholders include third-party data (e.g., where the attendance, proxy, and distance voting card contains the personal data of third parties) or where a third party attends the General Meeting, the shareholder shall be responsible for informing those parties of the contents of this Privacy Notice, which is applicable to the processing of third-party data and for complying with any other requirement for the proper disclosure of the personal data to the Company. The latter which will be discharged from taking any further action in respect of the data or consent. The legal bases for processing the data of those third parties are the same as described above for shareholders.

Last updated: 27 April 2026

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