



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

**PERSONAL DATA PROTECTION**

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., 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 only registration form; (b) via attendance or proxy cards sent by post or email, or (c) in person on the day of the Meeting, upon presentation and verification of your identification document (ID), without copies being made;
- (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, resulting from appearances of an incidental nature in the audiovisual recording of the General Meeting or from posing voluntarily in front of the camera.

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: (i) the managing of the notice and of the holding of the General Meeting, including processing votes cast and proxies issued and monitoring attendance (in person or online), access to the online broadcasting or participation platforms and any rights that are exercised, will be processed on the basis of the legitimacy of the performance of the shareholding relationship; (ii) the recording of the General Meeting (the voices and/or images of shareholders attending in person or by digital means may be recorded or photographed) for subsequent dissemination, for instance, on the Company's website ([www.puig.com](http://www.puig.com)), social networks, and media outlets, based on Puig's legitimate interest in recording and broadcasting the General



Meeting to comply with transparency legislation and principles; (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.

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 (physically or by digital means) attendees consent to and authorise photographs being taken and audiovisual recordings (images and/or audio) being made and to their reproduction and/or publication and dissemination in the terms set out above.

An area where no recordings are made will be set aside in the room where the General Meeting is held. Attendees that do not wish to appear in the recordings may ask to be seated in that space where no recording occurs.

Personal data may be disclosed to the following recipients: (i) authorities or entities as necessary to comply with legal requirements; (ii) service providers in their capacity as data processors; (iii) the Notary drawing up the Minutes of the General Meeting; (iv) the general public insofar as the data appear in documents available on the [www.puig.com](http://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. Disclosure of data provided for in limbs (ii), (iii), and (iv) above is based on the performance of the shareholder relationship.

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. Without prejudice to the above, data subjects have the right to object to processing operations based on the Data Controller's legitimate interest and



the right to request information on balancing carried out by the Data Controller.

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 [junta2025@puig.com](mailto:junta2025@puig.com). If you have any questions regarding this Privacy Notice, please contact our Data Protection Officer: [data.privacy@puig.com](mailto:data.privacy@puig.com) Data subjects may also lodge complaints with the relevant supervisory authority (in Spain, the Spanish Data Protection Agency or AEPD - [www.aepd.es](http://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.