



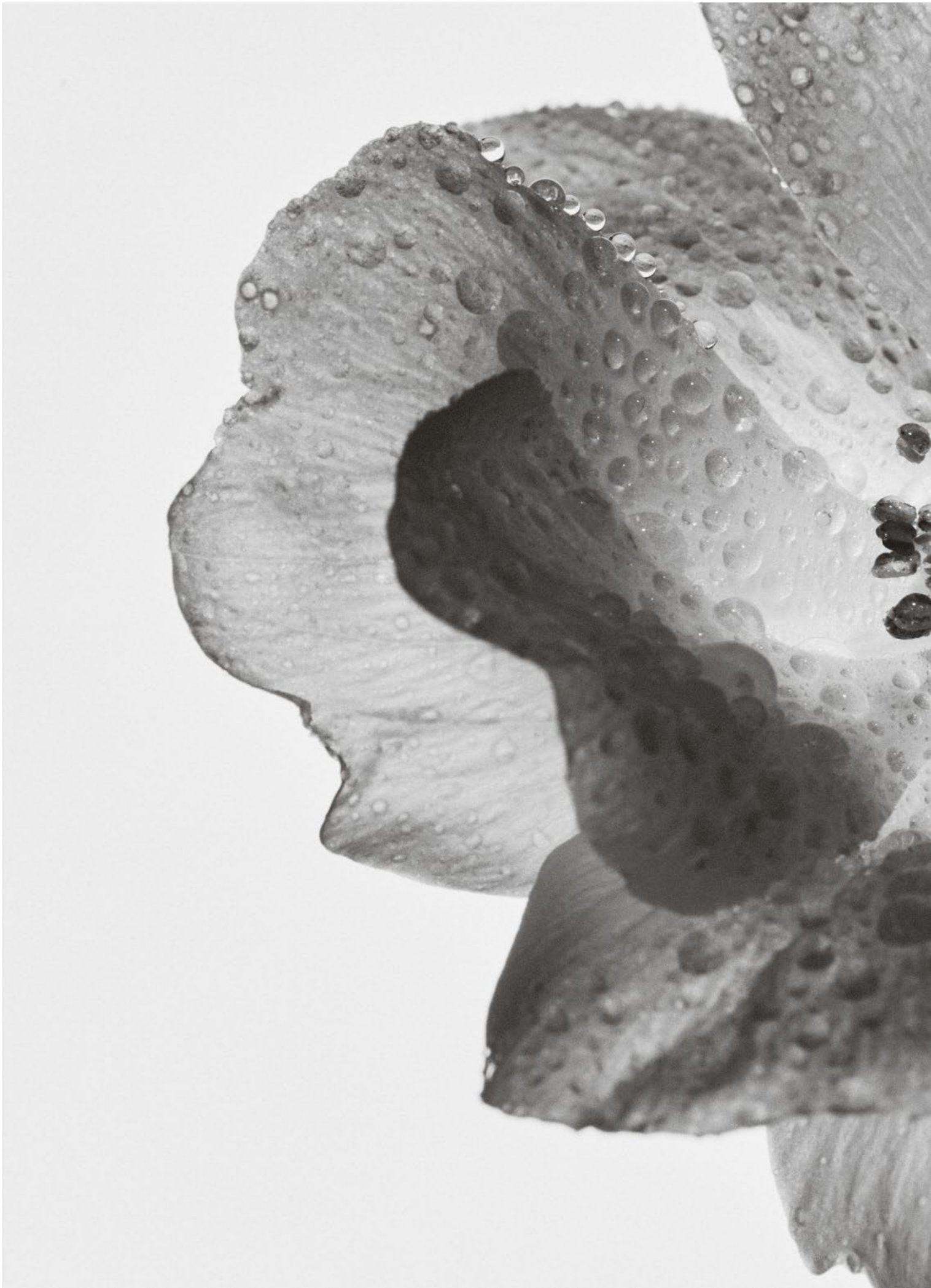
**PUIG**





















A home  
of Love Brands,  
within a family  
company,  
that furthers  
wellness,

**rabanne**

CAROLINA HERRERA

Charlotte Tilbury

Jean Paul  
**GAULTIER**

NINA RICCI

**BYREDO**

  
**PENHALIGON'S**  
EST. LONDON 1870

L'ARTISAN PARFUMEUR

DRIES VAN NOTEN

PUIG

confidence  
and self-expression  
while leaving  
a better world.



URIAGE  
EAU THERMALE



LOTO DL SVR

KAMA  
AYURVEDA

BANDERAS

ADOLFODOMINGUEZ



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# Message from the Chairman and CEO





## Sustainable growth for a long-term future

**This has been a year of spectacular growth for Puig, once again surpassing the sales and profit targets set and reaching record highs in revenue and net profit for the third consecutive year. It is also the third consecutive year of growth above the market.**

**Puig** closed 2023 with net revenue of €4,304 million (+19% vs 2022), EBITDA of €849 million, and net profit of €465 million. These results will allow a dividend to be paid in the first half of 2024 of €186 million. If we look back, we can say proudly that these are the best results in **Puig** history, but I would like to put this data into perspective to really understand the scope of these numbers. In 2021, we said we were going to double our 2020 sales in three years (which meant reaching €3 billion by the end of 2023) and we would triple them in five years (€4.5 billion by the end of 2025). The reality is that we doubled sales in two years instead of three, and we finished 2023 not far off the results we had expected to achieve in 2025.

This was by no means an easy thing to accomplish in an environment that became increasingly difficult as the year progressed. It has not come about by chance either, but rather thanks to the magnificent work, dedication, and passion of the more than 11,120 people who are part of **Puig**.

These results are the consequence of decisions we took to back certain alternatives, and these decisions have brought us to where we are today. Firstly, the commitment to increasing the portfolio, and to expansion and internalization; it is worth remembering that 20 years ago 47% of our sales took place in Spain. Secondly, the commitment to owned brands (which now account for more than 90% of revenue), and to the Niche category. And finally, our expansion into other categories of the beauty sector through acquisitions in order to carefully construct a portfolio by partnering with visionary founders with whom we share values and a vision of brand building.

Despite an environment strongly marked by uncertainty, our entrepreneurial and creative spirit, coupled with the passion of our collaborators and the innovation of our Premium Love Brands, have in 2023 propelled **Puig** across all the business segments in which we participate: fragrances and fashion, makeup, and skincare.

These results were recognized with the WWD Honor for Best-Performing Beauty Company, Large Cap, at the 2023 WWD Honors in October in New York.

Editors of prestigious media highlighted that “the company’s constant injection of creativity has driven sales to the stratosphere”. According to Jenny B. Fine, executive editor of Beauty, WWD and Beauty Inc., “**Puig** is not riding the wave of beauty, it’s creating it.”



<sup>1</sup> These sources include official and publicly available publications, as well as confidential third-party sources, such as Euromonitor, NPD Group, and other third-party panel data (Company Industry Sources).

In addition, designer Dries Van Noten, whose eponymous brand joined our portfolio in 2018, was honored as Designer of the Year for his unique and colorful approach not only to his garments, but also to his accessories and beauty line.

We have closed the third and final year of the 2021-23 strategic plan working with a well-established organizational structure, which was strengthened with the addition of Marc Toulemonde as President of Derma, and with the appointment of Marine de Boucaud as **Puig** Deputy Corporate Human Resources Officer, and who succeeds Eulalia Alfonso as Chief Human Resources Officer on January 1, 2024.

Our fragrance and fashion segment posted a 17% increase in net revenue and gained market share thanks to the good performance of the iconic 1 Million from Rabanne and Good Girl from Carolina Herrera, and the successful launches of Jean Paul Gaultier's Le Male Elixir and Gaultier Divine. Rabanne has been the first of our brands to reach the €1 billion mark in revenue, and Jean Paul Gaultier is the brand that has experienced most growth this year. Thanks to these milestones, we estimate that our market share increased to 11% globally in the selectively distributed fragrance business in 2023<sup>1</sup>, having reached the 10% target for the first time in 2022.

**Puig** continued to focus on its Niche brands, a segment in which we aspire to become a global leader, in response to the growing number of sophisticated consumers who value luxury and craftsmanship and who are looking for products and fragrances with which they can identify personally, and who consume different products depending on the moment in which they find themselves.

The skincare business was the **Puig** business segment that grew most in 2023, increasing its net revenue by 31%. The success of Charlotte Tilbury's Charlotte's Magic Skin range, the science-based dermatological innovations of Uriage and Apivita, and the consolidation of Kama Ayurveda and Loto del Sur in our portfolio have been key to this growth.

The makeup business increased net revenue by 23% and continues to be led by Charlotte Tilbury, celebrating 10 years of history with extraordinary results in its local market of the UK, in North America, and in Europe. Another highlight was the launch of the makeup line from Rabanne.

Moreover, these strong results were repeated across all regions. We are investing in regions with great growth potential for our brands and in those where we have established a strong presence such as India, the Middle East, and, more broadly, Asia. At the same time, we continue to strengthen all our main markets, both in Europe and the Americas as a whole.

I want to highlight the activity in the US since this country is the largest beauty market in the world and the top country by income ranking for **Puig**. We have created a regional hub in Miami to intensify the development of the travel retail channel in the area, and we have seen Good Girl become the best-selling perfume in the US in December 2023, an unprecedented historical milestone for **Puig**.

In terms of channels, sales in travel retail had more measured growth than in previous years (this slowdown was mainly seen in Asia), points of sale increased, and online sales were strengthened with our brands' greater digital presence through their own e-commerce activity.

In 2023, we invested in new offices in Paris, London, and New York (the latter two opening in 2024), in addition to the Travel Retail hub in Miami already mentioned, and we increased our presence in Barcelona with the opening of the new 20-story **Puig** Tower, which expands our corporate headquarters and demonstrates once again our legacy and commitment to the city of Barcelona.

We continue to implement our ESG roadmap to becoming an industry benchmark in sustainability, as that is the mandate we have received from our shareholders. This means valuing environmental sustainability, a diverse and inclusive society, and good governance criteria in all our decisions and daily activity. It also involves continuing to contribute globally to two ambitious sustainability goals: that of limiting global warming to 1.5 °C by 2030 in line with the Paris Agreement, and to being net zero by 2050.

Our agenda is aligned with the most recognized international standards and goes beyond the most demanding legal requirements and international standards to maximize our contribution to the Sustainable Development Goals (SDGs). It includes ambitious objectives in three dimensions: planet, people, and ethics.

In 2023, we achieved the integration of all **Puig** businesses into our 2030 ESG Agenda, made progress in engaging our leaders by including ESG criteria in their annual compensation, and joined the Sustainable Markets Initiative Fashion Task Force project.

We continued to evaluate the impact of **Puig** activities through different international certifications and registered significant progress. We retained the EcoVadis Gold Medal, increasing our score from 67 to 70/100. We also made progress in Sustainalytics, which places **Puig** in ninth position out of 104 companies in our industry, an improvement of 42 places compared to 2022.



And for the first time, we have been recognized with an A in the Climate Change category by the CDP (Carbon Disclosure Project). This places **Puig** in the top 2% of more than 21,000 companies listed worldwide. Kama Ayurveda was also recognized with the Positive Luxury certification and Apivita's B Corp certification score is one of the highest in the industry.

In the area of social responsibility, we celebrated the 8th edition of the Makers initiative which is part of Invisible Beauty, the **Puig** social action program that supports co-creation between social entrepreneurs and internal company teams, generating synergies and alliances that promote equality, female empowerment, and responsible production and consumption. We also partnered with the PhotoVogue Festival 2023, a fashion photography festival that highlights new talent to help foster a more inclusive world. And all our own brands have differentiated environmental or social objectives associated with their brand purposes.

In the area of governance a new compliance model has been implemented that reinforces the area of regulatory compliance, and a new version of the Ethical Code has been approved and launched which is aligned with the new ambitions of the company and applies to all **Puig** businesses around the world.

We are also proud of our partnership with the 37th America's Cup, including the first edition of the **Puig** Women's America's Cup, to be held in Barcelona in 2024. This agreement has special significance for **Puig** as it reflects our local identity as a company born in Barcelona, our rich maritime sporting heritage, and our global presence, as well as promoting gender equality within the sport of sailing.

**Puig** is a family company guided by the values and principles that define who we are. We are a home to our Premium Love Brands, strong brands full of personality and potential, that allow us to look to the future with excitement and confidence, and we have a unique, engaged, and enthusiastic team.

In 2024, we celebrate 110 years of history, and while the environment remains uncertain, the future is exciting. We will continue to work with passion and dedication for the success of our company and our brands.

— **Marc Puig**  
Chairman and CEO

€4,304 M

(+19% vs 2022)  
Best-Performing Beauty Company  
(WWD Honor Award)

€465 M

Net profit  
(+16% vs 2022)

16

Premium Love Brands  
from nine different countries

32

Brand and subsidiary headquarters globally

7

Production plants in four countries

-9%

GHG emissions (tCO<sub>2</sub>e) from net revenue (€M) vs 2022

11,124

Direct collaboration with professionals in 36 countries

2024

Global Partner 37th America's Cup and First  
**Puig** Women's America's Cup

ESG

at the heart of our strategy.  
**Puig**, a company committed to being  
an ESG benchmark in the industry



Score:  
Climate (A)  
Water (A-)  
Forest (B paper) /  
(B palm oil)



Score of 70/100  
Gold Medal



Score of 20.7  
(Medium Risk –  
ESG Risk Rating)



2

PUIG

# Company profile







E06.04



## A home of Love Brands

### Our purpose

**A home of Love Brands, within a family company, that furthers wellness, confidence and self-expression while leaving a better world.**

### Our values

- **Restless Curiosity**  
Restlessly looking for opportunities and ideas that shape tomorrow, balancing boldness and wisdom to deliver excellence.
- **Entrepreneurial Audacity**  
A house of founders, promoting entrepreneurship from every chair to disrupt and innovate, in a way which is agile, action-oriented and resilient.
- **Contagious Enthusiasm**  
Endless energy, creativity and a can-do attitude that make us feel empowered to achieve more and express our authentic selves.
- **Fairness and Respect**  
Always treating each other with fairness, with integrity, transparency and genuine respect for our commitments guiding all our interactions.
- **Shaping tomorrow**  
Committed to long-term value creation and acting as a force for sustainable change for both people and planet, building a company that is fit for years to come and leaves a lasting legacy.



A Home of Creativity

**Puig is a home of Love Brands** that create strong emotional bonds and a lasting commitment to consumers through great storytelling.

It is a family company with 110 years of history, and the family behind it all provides the backbone of the company's values which have been passed down over the last three generations, as well as its vision, which defines the pillars of business strategy. It is this vision that enables **Puig** to set long-term goals for the company, its brands, and the community.

For more than a century, each generation of the **Puig** family has been committed to leaving behind a better world and a more solid company than the one it inherited, guided by a way of doing business – the **Puig** way – that has been passed from generation to generation.

Today, the company continues to build on this legacy in accordance with the **Puig** ESG Agenda (Environmental, Social and Governance) aligned with the United Nations SDGs, and by remaining true to the purpose and values that have guided the company throughout its history, and which are reflected in the Ethical Code.

Since 1914, the company's entrepreneurial spirit, creativity, and passion for innovation have made **Puig** a benchmark in the field of beauty and fashion. With a presence in the fragrance and fashion, makeup, and skincare business segments, the **Puig** portfolio features 16 Premium Love Brands from nine different countries, all strategically complementary, and each with a strong, authentic identity.

The competitive and disruptive approach to building **Puig** businesses, along with each brand's own roots and cultures, have made it possible to have a powerful and attractive portfolio. Over recent decades, **Puig** has carefully built this portfolio, backing its owned brands and partnering with visionary founders with whom it has established successful and lasting relationships through shared values and an aligned brand building vision.

Visionaries such as Paco Rabanne, Carolina Herrera, and Jean Paul Gaultier have been part of **Puig** for over 50, 30, and 10 years respectively. The success of these historic partnerships demonstrates the ability of **Puig** to integrate brands within its portfolio and strengthen the company's solidity, key to attracting a new generation of iconic founders such as Dries Van Noten, Charlotte Tilbury, Ben Gorham (founder of Byredo), Vivek Sahni (founder of Kama Ayurveda), and Johana Sanint (founder of Loto del Sur).

**Puig** is a Home of Creativity, a warm place that allows the potential of its brands and people to flourish, encouraging audacity, imagination, and nonconformity.

Portfolio

The **Puig** portfolio is structured as follows:

- **Three types of brands:**  
owned, licensed, and associated/joint ventures.
- **Three business segments:**  
fragrance and fashion, makeup, and skincare.
- **Five categories:**  
Prestige, Niche, Dermo-Cosmetics, Skincare Wellness, and Lifestyle.

Premium Love Brands Portfolio

	Brand	Fragrance and fashion	Makeup	Skincare
Prestige	Carolina Herrera	•	•	
Prestige	Charlotte Tilbury		•	•
Prestige	Jean Paul Gaultier	•		
Prestige	Nina Ricci	•		
Prestige	Rabanne	•	•	
Niche	Byredo	•	•	
Niche	Christian Louboutin Beauté	•	•	
Niche	Dries Van Noten	•	•	
Niche	L'Artisan Parfumeur	•		
Niche	Penhaligon's	•		
Skincare Wellness	Kama Ayurveda			•
Skincare Wellness	Loto del Sur			•
Dermo-Cosmetics	Apivita			•
Dermo-Cosmetics	Uriage			•
Lifestyle	Adolfo Dominguez	•		
Lifestyle	Banderas	•		

Color code: • Owned brands  
• Licenses

In addition to the Premium Love Brands portfolio, **Puig** has other owned and licensed beauty brands including Shakira, United Colors of Benetton, Victorio & Lucchino, Agatha Ruiz de la Prada, Heno de Pravia, Agua Lavanda **Puig**, Agua Brava, and Quorum.



<sup>2</sup> Companies in which Puig has associated investments and joint ventures do not consolidate sales, but they do consolidate the part corresponding to the % share of their net income.

**Puig** also has associate and joint-venture investments in other beauty companies such as<sup>2</sup>:

	Brand	Fragrances and fashion	Makeup	Skincare
Associate and joint ventures	<b>Granado</b>	•		•
Associate and joint ventures	<b>Isdin</b>			•
Associate and joint ventures	<b>Scent Library</b>	•		
Associate and joint ventures	<b>Sociedad Textil Lonia</b>	•		

Premium Love Brands

**Puig** cultivates its Premium Love Brands and stories with care, passion, restless curiosity, and creativity, and invests in them consistently. Each brand has its own purpose and identity, all of which share the brand-building values and vision of **Puig**.

The different categories of the **Puig** portfolio are defined based on a combination of the specific characteristics of the beauty and fashion products offered by each brand, the type of distribution used, and the target audience.

Prestige category

Prestige brands represent exclusive and high-quality premium beauty products. The distribution network for **Puig** Prestige brands' products covers around 20,000 points of sale (department stores, specialty stores, and travel retail).

**rabanne**

**We Galvanize Young Generations to forge a more Inclusive and Creative Future**

Founded by Paco Rabanne in 1966 and acquired by **Puig** in 1987, although **Puig** has held the license for its beauty business since 1968. In 2023, the brand debuted a new visual identity, becoming Rabanne, and launched its first makeup line, while surpassing €1 billion in net revenue. Rabanne operates in the fragrance and fashion and the makeup business segments. The fashion business is led by Creative Director Julien Dossena. Its most iconic product is the famous 1 Million fragrance.

**CAROLINA HERRERA**

**Building Confidence with *Alegría de Vivir* Celebrating women in the arts**

Founded in 1981 by Carolina Herrera and acquired by **Puig** in 1995, although **Puig** has held the license for its beauty business since 1987. In 2020, the brand launched its makeup line. Carolina Herrera operates in the fragrance and fashion and the makeup business segments. The fashion business is led by Creative Director Wes Gordon. Its most iconic product is the Good Girl fragrance.



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## Charlotte Tilbury

**Give everyone, everywhere the right beauty wardrobe and they can conquer their world**

Founded by Charlotte Tilbury MBE in 2013 and acquired by **Puig** in 2020. Charlotte Tilbury operates in the makeup and skincare business segments, guided by the more than 30 years of artistic experience of its founder, Charlotte Tilbury MBE. The brand's signature products include its Charlotte's Magic Cream moisturizer, Airbrush Flawless franchise, and the entire Pillow Talk collection.

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## Jean Paul GAULTIER

**Celebrating Differences (All Cultures, All Bodies, All Genders) Since 1976**

Founded by Jean Paul Gaultier in 1982 and acquired by **Puig** in 2011 (fashion business). In 2016, the fragrance business was added to the **Puig** portfolio. Since the designer retired, the brand has collaborated with various guest designers such as Julien Dossena (Rabanne Creative Director), Haider Ackermann, and Olivier Rousteing among others. Jean Paul Gaultier operates in the fragrance and fashion business segment. Its most iconic products are Le Male and Classique fragrances.

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## NINA RICCI

**Magnifying Femininity for a more Poetic World**

Founded in 1932 and acquired by **Puig** in 1998. Nina Ricci operates in the fragrance and fashion business segment. The fashion business is led by Creative Director Harris Reed. Its most iconic products are L'Air du Temps fragrances and the renowned Nina, launched in 2004.

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Niche category

The Niche brands represent high-quality, artisanal, limited-distribution beauty products with less than 2,000 points of sale. They operate both DTC<sup>3</sup> and wholesale distribution.

<sup>3</sup> Direct-to-consumer.

**BYREDO**

**Bold Explorer of Culture & Identity through Modern Luxury**

Founded by Ben Gorham in 2006 and acquired by **Puig** in 2022. Byredo is a modern luxury and cultural maison that translates memories and emotions into objects and experiences, and operates in the fragrance and fashion and the makeup business segments. The brand’s signature products include Bal d’Afrique, Gypsy Water, and Mojave Ghost.



**Step into the Allure of Confidence**

**Puig** has held the exclusive global license to Christian Louboutin’s beauty product line since 2018. Founded in 1991, it operates in the fragrance and fashion and the makeup business segments. Its most iconic product is the Rouge Louboutin lipstick. Christian Louboutin Beauté embodies glamorous, luxurious beauty.

**DRIES VAN NOTEN**

**Respectful and authentic art of making**

Founded in 1986 and acquired by **Puig** in 2018, in 2022 it launched its line of fragrances and makeup. Dries Van Noten operates in the fragrance and fashion and the makeup business segments. The brand’s creative director is its founder, Dries Van Noten. With his artistic influence, Dries Van Noten represents the art world through his collections.

**L’ARTISAN PARFUMEUR**

**Celebrating Craftsmanship à la française**

Founded in 1976 and acquired by **Puig** in 2015, L’Artisan Parfumeur operates in the fragrance business segment. Its most iconic products are Passage D’Enfer and Mûre et Musc fragrances. Rooted in French perfume tradition, L’Artisan Parfumeur embodies craftsmanship and elegance.



### Celebrating British Eccentric and Creative Heritage

Founded in 1870 and acquired by **Puig** in 2015, Penhaligon's operates in the fragrance business segment. Some of its most iconic products are Blenheim Bouquet and the Portraits collection. Penhaligon's represents fragrance heritage linked to British culture and history.

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### Dermo-Cosmetics category

The Dermo-Cosmetic brands focus on highly effective, science-based skincare products sold through pharmacies. They include some products prescribed by dermatologists.

### APIVITA



### Born of bees, raised by science

Founded in 1979, acquired by the **Puig** family in 2017, and incorporated into the **Puig** portfolio in 2021, Apivita offers natural, science-driven skincare. Apivita operates in the skincare business segment. Taking advantage of the power of patented beekeeping products combined with natural dermatological active ingredients, Apivita formulas, incorporated into the exclusive Queen Bee and Beevine Elixir lines, offer the perfect balance between efficacy and naturalness. B Corp company since 2017.



### Sharing, with care and science, the power of the most unique therapeutical water

Founded in 1992, acquired by the **Puig** family in 2011, and incorporated into the **Puig** portfolio in 2021. Uriage operates in the skincare business segment. Born in the heart of the French Alps, Uriage combines 30 years of dermatological experience with 200 years of skin disease treatments until cure. The brand has developed a unique and patented triple skin barrier science, and has a multi-category, targeted product portfolio that includes prescription and daily skincare products. Xemose, Bariederm Cica-Cream, Hydra / Hot Water Spray and Age are some of the best-selling lines from Uriage.

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**Skincare Wellness category**

Skincare Wellness brands approach skincare from a wellness perspective and bring local concepts to the global consumer. These brands operate DTC, including through their own stores.



**Bringing Ayurveda to the World**

Founded by Vivek Sahni in 2002 and acquired by **Puig** in 2022, Kama Ayurveda operates in the skincare business segment. The brand’s iconic products include Kumkumadi Face Oil and Bringadi Hair Oil. The brand is based on the principles of Ayurveda, a holistic healing system originating in India 3,000 years ago. Kama Ayurveda offers Ayurvedic products made from natural ingredients following specific recipes and techniques defined in Ayurvedic texts, with the aim of promoting general well-being.

**LOTO DEL SVR**

**Celebrate Latin American Culture, Customs and Biodiversity**

Founded by Johana Sanint in 1999 and acquired by **Puig** in 2022, Loto del Sur operates in the skincare business segment. Based in the Colombian market, Loto del Sur uses natural botanical ingredients from Latin America in its product formulas, showcasing Latin America’s rich cultural and botanical heritage to offer products that tell stories and provide deeply rooted experiences in the region’s native traditions and flora.



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## Lifestyle category

Lifestyle brands aim to build an emotional connection through beauty products targeting a wider consumer market.

## **ADOLFODOMINGUEZ**

**Nurture a return to our senses. Let nature be.**

Founded in 1973, **Puig** has held the exclusive global license for the Adolfo Domínguez fragrance line since 2000. Adolfo Domínguez operates in the fragrance and fashion business segment. The brand's signature fragrances are Agua Fresca de Rosas and Agua Fresca.

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## **BANDERAS**

**Celebrate your own success**

**Puig** has held the global license for Hollywood star Antonio Banderas's fragrance line since the beginning of the Banderas brand in 1997. Banderas operates in the fragrance business segment. The brand's signature fragrances are Blue Seduction for Men, Golden Secret and Icon.

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The **Puig** story

**Puig** was founded by Antonio Puig Castelló in 1914 as a family-owned company operating in the cosmetics and fragrance industry.

In 1950, his sons joined the business, and it is now the third generation of the **Puig** family which leads and forms part of the company.

The main milestones in **Puig** history are:

- **1914** Antonio Puig Castelló founded Antonio **Puig**
  - **1922** Launch of Milady Lipstick, first lipstick made in Spain
  - **1940** Launch of Agua Lavanda **Puig**, the brand's defining perfume
  - **1950** Antonio, Mariano, José María, and Enrique Puig Planas, the second generation of the **Puig** family, join the company
- Puig** begins its international expansion with its first subsidiary in the US
- **1968** Acquired license for Paco Rabanne's beauty business and launched its first fragrance Calandre
  - **1987** **Puig** acquires the rest of the Paco Rabanne business, including the fashion and accessories division
- Acquisition of the license for the Carolina Herrera beauty line
- **1988** Launch of the first Carolina Herrera perfume
  - **1995** Acquisition of the fashion business of Carolina Herrera New York
  - **1998** Acquisition of the Nina Ricci perfume and fashion business
  - **2004** Marc Puig, a third-generation member of the family, is named CEO
  - **2008** **Puig** closes the year with €1 billion in net revenue
  - **2011** **Puig** acquires a majority stake in French fashion house Jean Paul Gaultier
  - **2015** **Puig** begins building its Niche portfolio of brands with the acquisition of Penhaligon's and L'Artisan Parfumeur
  - **2016** **Puig** incorporates Jean Paul Gaultier fragrances into its brand portfolio



- **2018** **Puig** acquires the fashion house Dries Van Noten and the global long-term license to build the Christian Louboutin beauty business
- **2019** **Puig** closes the year with €2 billion in net revenue
- **2020** **Puig** acquires a majority stake in the Charlotte Tilbury makeup and skincare brand
- **2021** Incorporation into the **Puig** portfolio of the Apivita and Uriage skincare brands (both acquired by **Puig** family investment companies in 2011 and 2017, respectively)
- **2022** **Puig** acquires the Niche Byredo brand and Skincare Wellness brands Kama Ayurveda and Loto del Sur

**Puig** closes 2022 passing the expected milestone of €3 billion in turnover one year ahead of expectations, adding more than €1 billion annually in the previous two years

- **2023** The company ends 2023 with €4,304 million in net revenue, surpassing the target of €3 billion in net revenue set in 2021

Business model

To bring **Puig** products to market, the company integrates each step in the value chain, ensuring that the quality and identity of each brand is reflected at each stage, and relies, when necessary, on the knowledge and infrastructure of market leading suppliers, distributors, and retailers.



- **Product design and development**

Conducted internally, together with key partners, to ensure consistency and strengthen the character and identity of each brand. The process starts with an innovative idea at the core of the brand, which is worked on hand-in-hand with innovation and development teams to bring it to reality. During this stage innovations and improvements in product packaging are also carried out by the teams, with the aim of finding more durable, cost-effective, and eco-friendly packaging options, maintaining safety, efficiency, and user-friendliness. The company also prioritizes enhancing the consumer experience by ensuring packaging is practical and aesthetically pleasing.

- **Production**

Mostly owned, it is carried out in the company’s seven production plants in Europe and India: Vacarisses (Spain), focused on skincare; Alcala de Henares (Spain), and Chartres (France), focused on fragrances; Echirrolles and Uriage-les-Bains (France), focused on Uriage products; Athens (Greece), focused on Apivita products; and Tamil Nadu (India), focused on Kama Ayurveda products. **Puig** takes advantage of the synergies between the different brands, outsourcing a small part of production to third parties. The main raw materials used in the manufacture of our products are primarily essential oils, alcohols, and specialty chemicals. We purchase these raw materials from various third parties and assemble the final products in our manufacturing facilities.

- **Distribution and logistics**

Primarily performed through the network of global subsidiaries and logistics outsourced to specialized providers. Products reach the end-customer through physical channels, owned and third-party stores (department stores, pharmacies, drugstores and travel retail), and through digital channels, brands’ own e-commerce, e-tailing of distributors who have stores and distributors with exclusively online sales (pure players).



- **Advertising and promotion**

**Puig** intends to elevate the consumer experience and attract new consumers, build loyalty, drive consumer advocacy and address the transformation of consumer shopping behaviors. The advertising and promotional approach is adapted depending on the identity, distribution, product focus, main consumer, and local relevance of each brand, leveraging the local knowledge of each country to optimize the resources allocated to each media and retailer. This includes strategically introducing brands and adapting product assortment and communications to fit local consumer tastes and preferences. Most of our creative advertising and promotion work is led in-house and in collaboration with external third parties.



Geographic presence

**Puig** manages its global presence from its headquarters in Barcelona with support from three regional hubs located in Paris, London, and New York. In 2023, **Puig** invested in new offices in these three cities (London and New York will be active in 2024), as well as in a Travel Retail hub in Miami, and increased its presence in Barcelona by doubling the size of the headquarters with the opening of a new 20-story building, thus demonstrating its legacy and commitment to the city in which it was born.

The company has six production plants in Europe and one in India, with brand and subsidiary headquarters in 32 countries and more than 11,120 employees. **Puig** has a strong commercial network through distributors and retailers and around 280 owned stores globally, permitting the sale of its products in more than 150 countries.

Global presence:

Argentina	●	Mexico	●
Australia	●	Netherlands	●
Austria	●	Panama	●
Belgium	●	Peru	●
Brazil	●	Poland	●
Canada	●	Portugal	●
Chile	●	Russian Federation	●
China	●	Saudi Arabia	●
Colombia	●●	Singapore	●
France	●○	South Korea	●
Germany	●	Spain	○
Greece	●○	Sweden	●
India	●○	Switzerland	●
Italy	●	UAE	●
Japan	●	United Kingdom	●●
Malaysia	●	United States	●●

- Headquarters
- Brand Headquarters
- Production Plant
- Subsidiary



# Corporate governance

Over the years, a governance structure has been established that aspires to the highest standards applicable to governance bodies, reflecting the ethical commitment and ESG criteria of **Puig**.

The company’s leadership team includes both leaders and founders, guided by a long-term vision of innovation, creativity, and sustainability.

## Board of Directors

As our highest governance body, the Board of Directors is responsible for approving our general policies and strategies and for overseeing the management of the company, among other tasks.

This body is made up of proprietary, independent, and executive directors. At the end of 2023, the **Puig** Board of Directors was made up of the following members:

Chairman	Marc Puig
Vice Chairman	Manuel Puig
Board members	Patrick Raji Chalhoub Jordi Constans Ángeles Garcia-Poveda Daniel Lalonde Christine A. Mei Nicolas Mirzayantz Josep Oliu Yiannis Petrides Jordi Puig Marian Puig Xavier Puig
Lead Director	Rafael Cerezo
Board Secretary (non-director)	Joan Albiol
Board Vice Secretary (non-director)	Francisco Blanco



The Board of Directors  
has three delegated committees:

- **Audit and Compliance** Committee

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Chairman	Yiannis Petrides
Members	Rafael Cerezo Daniel Lalonde
Secretary (non-director)	Francisco Blanco

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- **ESG** Committee

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Chairman	Manuel Puig
Members	Patrick Chalhoub Nicolas Mirzayantz Yiannis Petrides Marc Puig
Secretary (non-director)	María Antonia Ruiz

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- **Talent** Committee

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Chairman	Rafael Cerezo
Members	Jordi Constans Christine A. Mei Ángeles Garcia-Poveda
Secretary (non-director)	Álvaro Sanz de Oliveda

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Executive Committee

This is the body that determines strategy, makes decisions, and manages the day-to-day running of the business.

Chairman and CEO	Marc Puig
Vice Chairman and Chief Sustainability Officer	Manuel Puig
Chief Human Resources Officer	Eulalia Alfonso
Chief Financial Officer	Joan Albiol
Chief Communications Officer	Eugenia de la Torriente
President Beauty & Fashion	Jose Manuel Albesa
Chief Executive Officer Charlotte Tilbury	Demetra Pinsent
President Derma	Marc Toulemonde
Chief Operating Officer Beauty & Fashion	Javier Bach

In December 2023, Marine de Boucaud joined the company. On January 1, 2024, she succeeds Eulalia Alfonso to lead the human resources function at **Puig**.

Other corporate functions

- **Puig** General Auditor, François Xavier Billaud. Reports hierarchically to the Chairman of the Audit and Compliance Committee and administratively to the Chairman and CEO.
- Chief Compliance Officer, Manuel Duplá. Reports hierarchically to the Audit and Compliance Committee and administratively to the Chairman and CEO.

The day-to-day management is carried out by senior management and the subsidiaries' governing bodies.



# Business context

## Global situation 2023

2023 was a positive year for the global beauty market despite an environment marked by uncertainty and certain adverse factors.

- An uncertain environment due to geopolitical stress, rising interest rates, rising energy prices, high inflation, all of which impacted slowing economic growth.
- The deceleration of international trade.
- The continued disruption in the supply chain which has had a global impact since 2020, and the consequent shortage of materials causing difficulties in the production and distribution of products.
- A slower-than-expected recovery in China due to continued weakness in the housing market, contraction in domestic consumer spending and slow recovery in the travel retail market.

## Current trends

- The general rise in inflation causing reductions in consumer spending.
- Uncertain levels of economic growth, with risk of recession in some parts of the world.
- Consumer focus on a limited number of beauty brands, demonstrating great loyalty in the category.
- Growing demand for premium beauty products (market premiumization), driven by increased awareness, brand education, and the pursuit of exclusivity.
- Rapid growth in demand for holistic wellness-inspired products (wellness).
- Gen Z's major influence on consumer habits with a preference for brands and products with customized solutions and differentiated service experiences and offerings, and a prioritization of authenticity, sustainability, and inclusion.
- Greater sustainability integration across the value chain, with consumers more willing to buy more sustainable products at a higher price.
- The need to maintain a multichannel strategy to deliver a 360° experience and achieve a higher level of consumer engagement.

Puig milestones in 2023

- Spectacular results, with €4,304 million in net revenue and a return of €465 million in net profit.
- WWD Honor Award as Best-Performing Beauty Company, Large-Cap, for **Puig** and Designer of the Year Award for Dries Van Noten.
- Partnership with the 37th America's Cup as Global Partner of the event and naming the first **Puig** Women's America's Cup.
- Appointment of Marc Toulemonde as new Derma President in June 2023.
- Addition of Marine de Boucaud to lead the human resources functions at **Puig**, effective January 1, 2024.
- Opening of a second tower at the Barcelona headquarters, new offices in Paris and new Travel Retail hub in Miami. New offices also in London and New York, ready in 2024.
- Update of the Ethical Code, aligned with the new ambitions of the company and applying to all **Puig** businesses around the world. Acceptance rate at 93.3% of the company.
- Approval of Human Rights Policy for employees and applying to all **Puig** businesses around the world.
- First year including ESG criteria in the annual remuneration of **Puig** leaders, linking them to the sustainability priorities of the 2030 ESG Agenda.
- Adherence to Sustainable Markets Initiative Fashion Task Force.
- Complete integration of all businesses into the **Puig** ESG Agenda.
- Partnership with PhotoVogue Festival 2023, a fashion photography festival that promotes new talent to help foster a more inclusive world.
- The 8th edition of the Makers initiative, part of Invisible Beauty, the **Puig** social action program promoting co-creation between social entrepreneurs and internal teams.



3



PUIG

# Performance





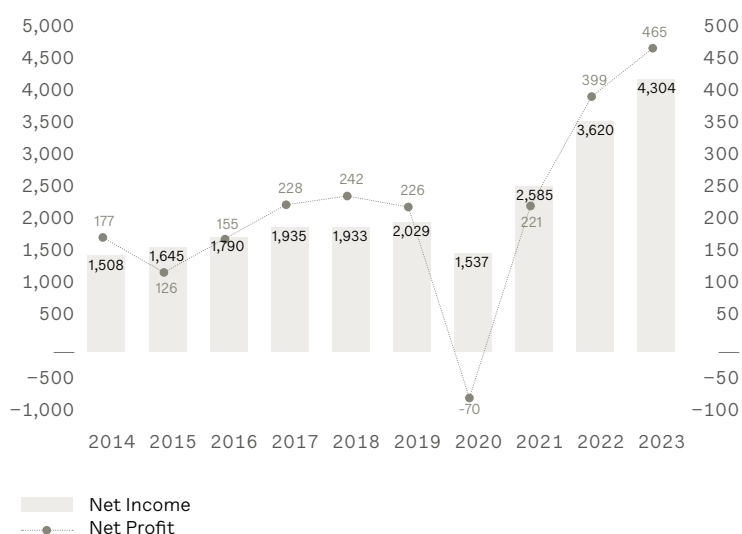


## 2023 Main figures

Net Revenue	<b>€4,304 M</b> +19% compared to 2022
EBITDA	<b>€849 M</b> +33% compared to 2022
Net Profit	<b>€465 M</b> +16% compared to 2022

### Growth over time (in M€)

**Puig has a long track record of profitable growth.**



### Financial indicators

Income Statement (in €M)	2021	2022	2023	Growth 22—23
<b>Net Income</b>	<b>2,585</b>	<b>3,620</b>	<b>4,304</b>	<b>19%</b>
Gross profit	1,885	2,693	3,215	19%
Gross margin (%)	72.9%	74.4%	74.7%	0.31 pp
<b>Operating profit</b>	<b>352</b>	<b>536</b>	<b>693</b>	<b>29%</b>
Operating margin (%)	13.6%	14.8%	16.1%	1.28 pp
<b>Profit before tax</b>	<b>353</b>	<b>514</b>	<b>643</b>	<b>25%</b>
Profit margin before tax (%)	13.6%	14.2%	14.9%	0.75 pp
<b>Profit after tax</b>	<b>199</b>	<b>413</b>	<b>500</b>	<b>21%</b>
Profit margin after tax (%)	7.7%	11.4%	11.6%	0.22 pp
<b>Net profit attributable to Puig Brands</b>	<b>221</b>	<b>399</b>	<b>465</b>	<b>16%</b>
Net profit margin attributable to Puig Brands (%)	8.6%	11.0%	10.8%	-0.23 pp
<b>EBITDA</b>	<b>493</b>	<b>638</b>	<b>849</b>	<b>33%</b>
EBITDA margin (%)	19.1%	17.6%	19.7%	2.1 pp



## Balance sheet (in €M)

## Assets

	2021	2022	2023
	5,091	7,115	7,711
	1,527	1,956	2,313
	3,564	5,159	5,398
	2021	2022	2023

Non-current assets  
 Current assets

## Liabilities

	2021	2022	2023
	5,091	7,115	7,711
	973	1,195	1,650
	3,070	4,969	5,102
	1,048	952	959
	2021	2022	2023

Current liabilities  
 Non-current liabilities  
 Equity

## Cash flow

Cash Flow Statement (in €M)	2021	2022	2023
Profit after tax	199	413	500
Depreciation and other operating adjustments	245	166	251
Change in working capital	67	-158	-194
<b>Net cash flow from operating activities (I)</b>	<b>511</b>	<b>420</b>	<b>556</b>
Investment in tangible fixed assets and intangible assets (CAPEX)	-77	-151	-177
Acquisitions, divestitures and others	-102	-899	-57
Dividends received and other investment activities	0	20	-65
<b>Net cash flow from investing activities (II)</b>	<b>-179</b>	<b>-1,030</b>	<b>-298</b>
Treasury shares	0	0	-108
Dividends	-20	-132	-181
Lease debt payment and others	-57	-82	-117
<b>Net cash flow from financing activities (III)</b>	<b>-77</b>	<b>-214</b>	<b>-407</b>
<b>Net cash flow due to exchange rate fluctuations (IV)</b>	<b>-1</b>	<b>0</b>	<b>-28</b>
Net Increase in cash during the year (I+II+III+IV)	253	-825	-176
Net cash at the end of the period	-195	-1,020	-1,196

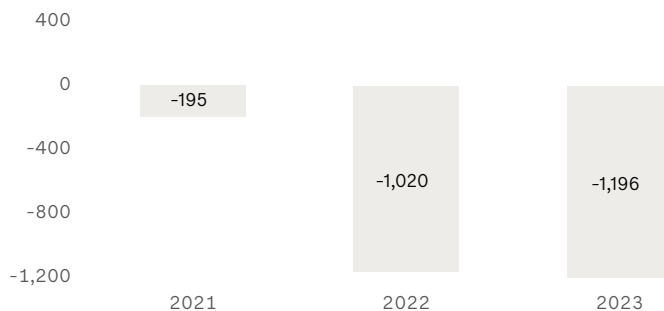
Treasury Position<sup>4</sup>

<sup>4</sup> Excluding lease liabilities.

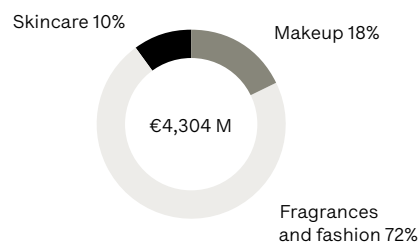
Diversification<sup>5</sup>

<sup>5</sup> The breakdown of net revenue by channels has been calculated based on information provided by Puig retailers and distributors, along with the company's own information (company market estimate).

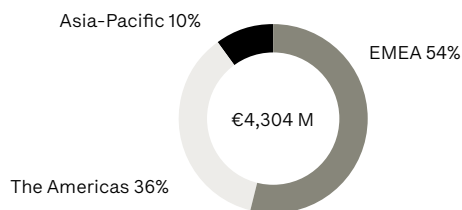
Net cash (in €M)



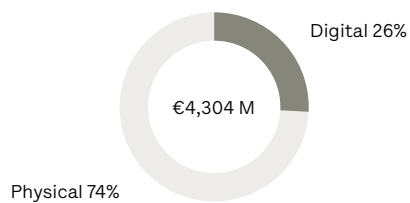
Net revenue by business segment (% of total)



Net revenue by geographic segment (% of total)



Net revenue by channels (% of total)





# Business segments

<sup>6</sup> This data only includes selective fragrances. Data from Euromonitor (company industry sources).

<sup>7</sup> Data from Euromonitor (company industry sources).

<sup>8</sup> This data corresponds to selective skincare. Data from Euromonitor (company industry sources).

**Puig** organizes its activity into three business segments: fragrance and fashion, makeup, and skincare.

Many of the brands, while maintaining their core business in one segment, have branched out into others over the years. Carolina Herrera has a line of fragrances and fashion, and a few years ago she also started her journey in the makeup business. Charlotte Tilbury offers a complete catalog of makeup and skincare products. Dries Van Noten is one of the most respected fashion designers in the industry, and in 2022 the business launched a beauty line comprising perfume and makeup. Rabanne, which introduced a new brand identity in 2023, also expanded within the makeup segment with the launch of its new Rabanne makeup line.

2023 was a spectacular year for **Puig** in all segments, with double-digit growth in overall net revenue compared to 2022 which was also above the market average. Fragrances and fashion grew by 17%, compared to the 13%<sup>6</sup> increase of the market; makeup registered an increase of 23%, compared to the market's 13%<sup>7</sup>; and skincare grew 31% compared to 2022, against a market average of 9%<sup>8</sup>. This growth reflects the strong demand for the **Puig** portfolio brands, as well as their ability to withstand inflationary pressures while maintaining the margins that characterize the premium segment of the beauty industry.

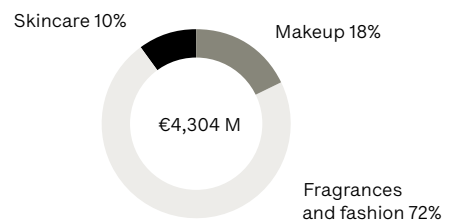
### Top 3 Puig brands in 2023

- Rabanne
- Charlotte Tilbury
- Carolina Herrera

Highlights (All data refers to net revenue)

- Business Segments:
  - Double-digit growth from 2022 in all segments.
  - Fastest growing segment: skincare (+31% vs 2022).
  - Largest segment: fragrances and fashion (72% of total).
- Fastest growing brand: Jean Paul Gaultier.
- The portfolio by business segments remained diversified.

Net income by business segments (% of the total)





## Fragrances and Fashion

<sup>9</sup> Data from Euromonitor.

<sup>10</sup> Data from Euromonitor.

<sup>11</sup> Company industry sources, latest available data.

<sup>12</sup> Data from Euromonitor.

<sup>13</sup> Company industry sources, latest available data.

<sup>14</sup> Company industry sources, latest available data.

Fashion has been a true enabler of the fragrance industry, especially in the premium market category, with more than 73%<sup>9</sup> of the top 15 premium fragrance brands being inspired by fashion brands. The basis of creativity and innovation that is inherent to the fashion market has a strong impact on the ability to drive brand loyalty to the fragrance market as well.

In the fragrance market, premium products constitute approximately two-thirds of the total fragrance sales globally<sup>10</sup>, and is expected to be the key growth engine as consumers upgrade to higher-end market categories, niche, and fashion-led brands. In 2023, the global fragrance market continued to grow across all regions (the selective fragrance business segment grew 13% vs 2022)<sup>11</sup>. The fragrance industry in China is expected to benefit from growing penetration, as it currently represents less than 5% of the total beauty market in Asia-Pacific. The Americas represent another potential area for growth, where fragrance accounts for only 21% of the total market, compared to 24% in EMEA<sup>12</sup>.

In this context, **Puig** saw accelerated above-market growth in the segment, with an increase in net income of 17% compared to 2022.

**Puig** estimates that it increased its global market share to 11%<sup>13</sup> in the selective distributed fragrance business in 2023, after reaching 10% for the first time in 2022. This achievement has been driven by the strong growth of its major owned brands, which have continued to captivate and inspire the market.

**Puig** Prestige brands recorded great performance for yet another year.

Rabanne continues its ascent as the world's fastest growing Prestige fragrance brand and became a €1 billion revenue brand in 2023.

Carolina Herrera consolidated itself as the number 6 fragrance brand globally<sup>14</sup>.

Jean Paul Gaultier continued to push forward thanks to the successful launch of Le Male Elixir and its new feminine fragrance Gaultier Divine.

Niche brands' growth has been led by Dries Van Noten, the fastest-growing Niche brand within the **Puig** portfolio, and Byredo, which had double-digit growth despite a slowdown in Travel Retail Asia and particularly in China.

The segment's operating margin grew by more than one percentage point to 19% in 2023. This increase was due to the Prestige brands' growth in the European and American markets.



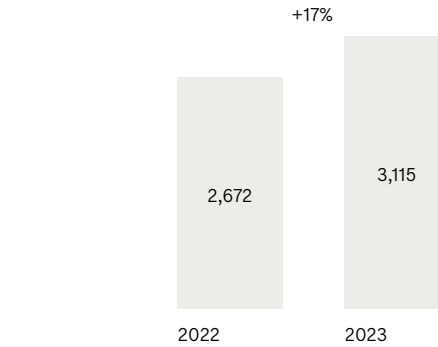
<sup>15</sup> Intersegment eliminations of net revenue are not included.

<sup>16</sup> Company industry sources, latest available data.

<sup>17</sup> Company industry sources, latest available data.

<sup>18</sup> Company industry sources, latest available data.

### Net revenue (€M)<sup>15</sup>



% Puig	74%	72%
Operating profit %	18%	19%

### Fragrances highlights

- Rabanne is ranked number 2 in selective male fragrances, primarily thanks to 1 Million, which entered the top 4 globally<sup>16</sup>.
- Carolina Herrera's Good Girl reached the top 2 in women's fragrances globally, thanks to Good Girl Blush<sup>17</sup>.
- Gaultier Divine, Jean Paul Gaultier's new feminine fragrance, is among the best female launches of the year<sup>18</sup>.
- Penhaligon's closed 2023 paying tribute to its founder with the Potions & Remedies collection. The five new fragrances are loaded with ingredients inspired by William Penhaligon's work and creations to improve mood and cure illnesses.
- Following the introduction of its first collection of perfumes and beauty in 2022, in 2023 Dries Van Noten opened a store dedicated specifically to perfumes, beauty, and accessories in Paris.
- Byredo launched Animalique eau de parfum, which quickly became the number 5 best-selling fragrance in most markets after the first month of launch, and also launched Night Veils Rouge Chaotique extrait de parfum.
- L'Artisan Parfumeur successfully launched Soleil de Provence, À Fleur de Pêche and Cuir Grenat.

Top launches of Puig Fragrance Brands

Carolina Herrera	Good Girl Blush Bad Boy Extreme
Jean Paul Gaultier	Gaultier Divine Le Male Elixir
Rabanne	1 Million & Lady Million Royal Invictus Victory Elixir Olympea Flora Fame & Phantom Parfum
Byredo	Animalique Night Veils Rouge Chaotique
L'Artisan Parfumeur	Soleil de Provence À Fleur de Pêche Cuir Grenat
Penhaligon's	Potions & Remedies Solaris The Omniscient Mr Thompson
Adolfo Domínguez	Colección Oriental
Banderas	The Icon Woman

**Puig** boosted its performance in fashion, reaching historic revenue figures for the second consecutive year, and achieving one of 2023's priorities: to accelerate the growth of the segment and consolidate it as the brands' symbol of identity and creator of their global image.

Fashion highlights

- Success at in-person fashion shows.
- Dries Van Noten was awarded Designer of the Year by WWD magazine for his unique and colorful approach to not only his garments but also his accessories and beauty line, launched in 2022.
- Nina Ricci returned to Paris Fashion Week after three years away. The approach to gender-fluid fashion under Harris Reed's creative direction placed the House's fashion show top of the Paris Fashion Week inclusion index, according to Vogue Business. Nina Ricci opened several pop-ups in the US, United Kingdom, and Japan with this collection (Fall/Winter 2023).
- Carolina Herrera chose Rio de Janeiro, Brazil, to present its first fashion show outside of New York, featuring the Resort 2024 collection. CHNY opened its third fashion boutique in Palm Beach, Florida.
- Rabanne collaborated with H&M and showcased the collection at an event in Paris during Fashion Week. Julien Dossena, Creative Director of the brand, was the guest designer at Jean Paul Gaultier's Fall/Winter 2023/2024 haute couture collection.
- Jean Paul Gaultier made several significant collaborations this year, including the partnership with London brand KNWLS and the collection alongside Jimmy Choo.



## Makeup

<sup>19</sup> Company industry sources, latest available data.

<sup>20</sup> Company industry sources, latest available data.

The global makeup market grew by 13%<sup>19</sup> in 2023 compared to 2022, accelerating in the Middle East and Latin America. North America continues to be the largest market. Given that Asia is the market with the highest growth potential in the category the lockdowns in China affected the business, although the impact on **Puig** was less than that on the industry as a whole.

The makeup segment at **Puig** grew by 23% compared to 2022. This is a very dynamic sector, and changing trends require companies to use data and technology to adapt continually to consumer needs so they can innovate and remain relevant. Social media has become a very important platform for brands, enabling them to connect directly with consumers and build or strengthen their awareness.

Charlotte Tilbury and Christian Louboutin Beauté are the brands which contribute the most to the makeup segment in the **Puig** portfolio.

Charlotte Tilbury is the leader of makeup segment expertise at **Puig** and acts as the driver for the introduction of makeup in brands already consolidated in other segments. 2023 marked 10 years of Charlotte Tilbury, which the brand celebrated by remaining the number 1 prestige makeup brand in its local market of the UK for another year, whilst reaching the top 5 in the US<sup>20</sup>.

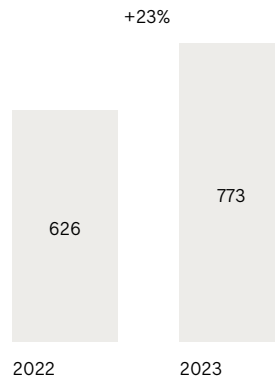
The segment's operating margin stood at 8% of total net revenue, increasing the profitability obtained in 2022 by more than two percentage points. This increase was due to the development of Charlotte Tilbury's business. The level of profitability of the segment is below the company average as it has several brands whose makeup businesses are in the initial phases of expansion.

### Makeup highlights

- Charlotte Tilbury continues to drive the industry and create trends with its innovative launches, whilst growing and breaking records with its iconic product lines such as Pillow Talk and Hollywood Flawless Filter. This year, Charlotte Tilbury collaborated with the Disney 100 initiative to celebrate its centennial and supported The Rocket Fund driven by the Elton John AIDS Foundation to reach new audiences.
- Rabanne launched its first makeup collection, driving a strong feminization of the brand whilst remaining in tune with the identity of the Maison defined by the fashion segment.
- Byredo collaborated with Jean Paul Gaultier to create the makeup looks of his Spring/Summer 2023 fashion show designed by Haider Ackermann.

<sup>21</sup> Intersegment eliminations of net revenue are not included.

Net revenue (€M)<sup>21</sup>



% Puig	17%	18%
Operating profit %	6%	8%

Top launches of Puig Makeup Brands

Carolina Herrera	Good Girl Blusher Good Girl Maxi Glaze
Charlotte Tilbury	Matt Beauty Blush Wands Airbrush Flawless Lip Blur
Rabanne	Famous Black Mascara Mini and Handbag Palette
Byredo	New collaboration with Lucia Pica
Christian Louboutin Beauté	Rouge Stiletto Lips Teint Fetiche Le Baume de Teint



## Skincare

<sup>22</sup> Company industry sources, latest available data.

<sup>23</sup> Isdin is not majority owned by the Group and is therefore accounted for using the equity method and is not consolidated in the Group's results. Source: Company industry sources according to the latest available data and considering the European countries where our Dermocosmetic brands have a presence through an affiliate. The pharmacy channels includes physical stores and e-commerce.

<sup>24</sup> Company industry sources, latest available data.

The selective skincare category grew globally by 9%<sup>22</sup> in 2023 compared to 2022. Asia remains the largest market, followed by North America.

Increasing attention to self-care and wellness, combined with the democratization of educational content on social media, have been instrumental in driving demand for organic and herbal products and functional and hybrid skincare solutions such as dermocosmetics, clean beauty, and anti-aging solutions.

The skincare sector is characterized by slower growth than the rest of the beauty industry, in part due to the fact that product development takes longer since more research and development time is required.

In 2023, **Puig** grew 31% in net revenue in this segment, focusing mainly on products with natural and vegan formulas.

At Uriage and Apivita, investment in innovation and technology was accelerated to continue developing science-based skincare products that respect the environment.

These two brands are mostly distributed through pharmacy and parapharmacy channels. **Puig** estimates that it is the third largest European player in the dermocosmetic segment in the pharmacy channels (including Isdin<sup>23</sup>).

This year, the Uriage team presented the brand and its products at the World Congress of Dermatology (WCD) in Singapore and at the European Academy of Dermatology and Venereology (EADV) Congress in Berlin. These events were unique opportunities for Uriage to exchange, share, and establish links with the community of doctors who endorse the brand around the world, with the aim of continuing to develop increasingly innovative and effective treatments.

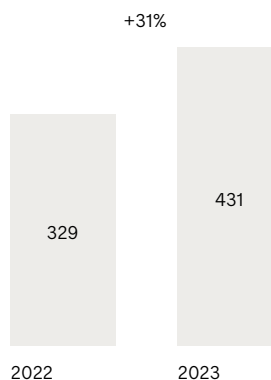
Charlotte Tilbury's star product in this segment continued to be Charlotte's Magic Cream, with more than one sale per minute worldwide<sup>24</sup>. The Magic Skin franchise was reinforced in 2023 with the launches of Charlotte's Magic Water Cream, Charlotte's Magic Hydrator Mist, and Charlotte's Magic Body Cream.

Kama Ayurveda and Loto del Sur are established as two high-potential Skincare Wellness brands, having joined the **Puig** portfolio in 2022. Both brands have their own stores, and so bring a different model to that of Uriage and Apivita.

The segment's operating margin stood at 10% over net revenue, increasing the profitability obtained in 2022 by almost two percentage points. This increase is due to the positive growth of Charlotte Tilbury's skincare business.

<sup>25</sup> Intersegment eliminations of net revenue are not included.

Net revenue (€M)<sup>25</sup>



% Puig	9%	10%
Operating profit %	8%	10%

Skincare highlights

- Uriage introduced Hyseac 3 Regul+, an acne treatment based on patented Microbiome Technology, developed in-house after years of research.
- Apivita launched Beevine Elixir, a powerful anti-aging line that restores the skin’s collagen balance. It is driven by a new technology patented after seven years of research: the plant collagen-boosted Propolift Complex.
- To support the launch of Charlotte’s Magic Water Cream, Charlotte Tilbury launched a Pro Skin Analysis Tool, which provides customers with a personalized skincare routine in less than 60 seconds.
- After more than 20 years of success, Kama Ayurveda opened their first own store outside India in Notting Hill, as well as a personalized space and treatment room in Harrods (both in London, UK), and a new sales website.

Top launches of Puig Skincare Brands

Charlotte Tilbury	Charlotte’s Magic Water Cream Charlotte’s Magic Hydrator Mist Charlotte’s Magic Body Cream
Kama Ayurveda	Kumkumadi facial cream Kumkumadi facial oil Eye contour renewal
Apivita	Beevine Elixir anti-aging range
Uriage	Serum booster H.A



## Geographic segments

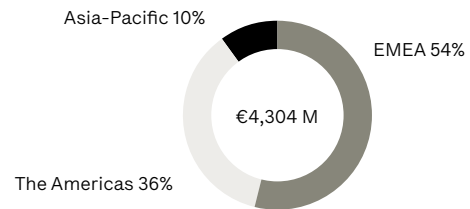
In 2023, **Puig** net revenue grew by over 18% compared to 2022 in all its main regions. The EMEA region saw the largest growth in absolute terms.

**Puig** activity is organized into three geographic segments. In order of size, they are:

1. EMEA (Europe, Middle East, and Africa)
2. The Americas
3. Asia-Pacific

**Puig** created specific units in its subsidiaries for the Niche brands since it is one of the categories with the highest growth and projection.

Net revenue by geographic segment (% of total)





EMEA

<sup>26</sup> Company estimate of the market, latest available data.

<sup>27</sup> Company estimate of the market, latest available data.

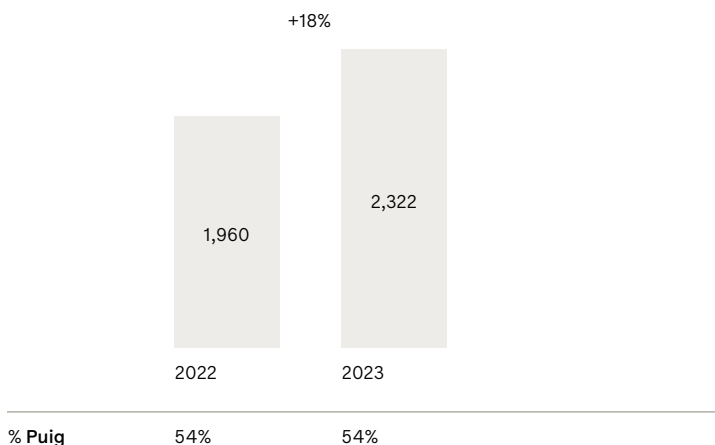
In 2023, **Puig** recorded 18% growth in net revenue in EMEA compared to 2022, an excellent result despite global disruption, geopolitical tensions, and inflation. The goal in this region is to promote the major Prestige brands, accelerate the penetration of Niche brands, increase makeup distribution, such as through the expansion of Charlotte Tilbury into new EMEA countries (including Poland, Sweden, and Saudi Arabia) and expand the presence of Skincare Wellness brands, started with the opening of Kama Ayurveda’s first flagship store in Notting Hill, UK.

**Puig** grew above the market in 2023, capturing market share in this region for three consecutive years, where it is considered one of the industry leaders<sup>26</sup>. This growth was led by the selective fragrance segment in Europe, where **Puig** estimates that it has a market share of 12%<sup>27</sup>.

Europe is the market of origin for most **Puig** brands, which helps to reinforce their position on this continent. Net revenue grew in the region’s main markets, which by size are the UK, Spain, and France; three markets that are within the **Puig** top 5.

Growth continued in the Middle East following the reinforcement of the **Puig** structure with the opening of the UAE subsidiary (**Puig** Emirates) in 2022, and a significant evolution was seen in Niche fragrances and the makeup business.

Net revenue (€M)





## The Americas

<sup>28</sup> Percentage point.

<sup>29</sup> Company industry sources, latest available data.

In the Americas, in 2023 **Puig** recorded an 18% increase in net revenue compared to 2022, driven by the three main markets, US, Brazil, and Mexico. All three are in the company’s top 10 markets worldwide.

This geographic segment is divided into two areas with different characteristics, North America and Latin America.

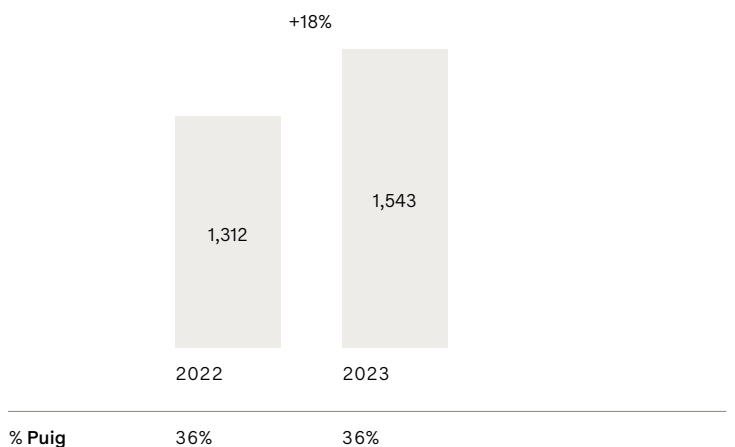
In North America and the Americas as a whole, the outright leader is the US, the market which contributes the most net revenue to **Puig**, and where **Puig** had significant growth in 2023. In the selective fragrance market, we estimate that it achieved 8% of the market share (+1.1 pp<sup>28</sup> vs 2022)<sup>29</sup>. Fragrances remain the main business in the region, although in 2023 there has been an increase of the makeup offerings thanks to Carolina Herrera and the launch of Rabanne makeup, following the strategy of expanding and promoting the Prestige brands. The increase in the makeup business was driven by the potential of Charlotte Tilbury, which became the top 5 prestige makeup brand in the US.

In Latin America, the largest business segment was fragrances, and the main markets in terms of net revenue were Brazil, Mexico, and Chile, countries in which **Puig** consolidated itself as the absolute leader in the segment in 2023.

The addition of Loto del Sur to the portfolio consolidated **Puig** in significant positions within the Skincare Wellness category of the region, especially in Colombia where the brand has more than 20 own stores.

**Puig** opened its new regional Travel Retail Americas hub in Miami, which plays a key role in its strategy to consolidate its presence in the Latin American market and leverage travel retail growth on the continent.

Net revenue (€M)



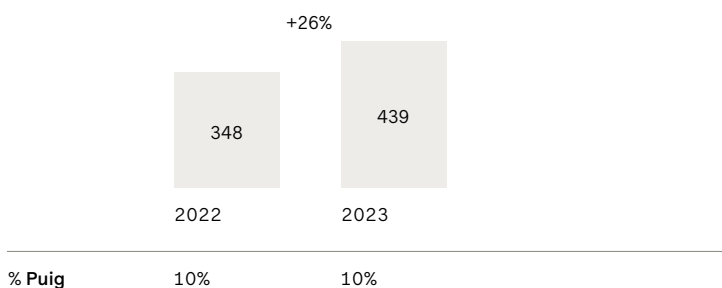
Asia-Pacific

In 2023, **Puig** recorded net revenue growth of 26% compared to 2022 in the Asia-Pacific geographic segment. In China, whose market grew less than expected in 2023, **Puig** achieved 27% growth in net revenue. The rest of Asia-Pacific performed similarly, with growth of 25% compared to 2022.

In Asia-Pacific, the presence of **Puig** brands is highly differentiated depending on the characteristics of each market. In China, for example, the market mainly focused on makeup and Niche brands. Charlotte Tilbury once again consolidated itself as the largest brand in the region and Byredo as the fastest growing. In addition, **Puig** continued to increase its presence by opening new doors for Carolina Herrera Beauty, Penhaligon's, L'Artisan Parfumeur, Byredo and Christian Louboutin Beauté.

It is worth noting the consolidation of the Indian brand Kama Ayurveda acquired in 2022, which reinforces the **Puig** presence in the Skincare Wellness category in India and in the Asia-Pacific region as a whole, as well as increasing the direct-to-consumer focus with more than 60 of its own stores.

Net revenue (€M)





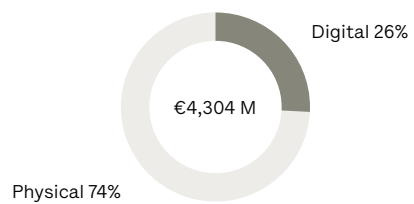
# Channels

## Highlights

**Puig** products reach the end customer through physical or digital points of sale (either owned or those of distributors). In 2023, consumers' return to physical shopping continued, with more measured growth in travel retail. This slowdown was mainly seen in Asia. There was also continued growth in the digital presence of **Puig** brands with their own e-commerce.

- Heightened traffic in the travel retail business, except in Asia.
- Increase in the network of owned points of sale.

Net revenue by channels (% of total)



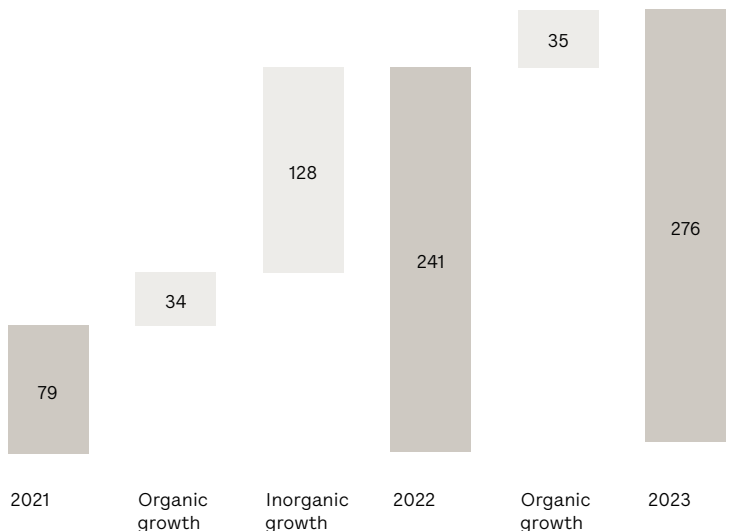
## Physical (Brick & Mortar)

<sup>30</sup> The breakdown of net revenue by channel has been calculated based on information provided by Puig retailers and distributors, along with the company's own information (company market estimate).

The company estimates that 74%<sup>30</sup> of sales correspond to the physical channel. In this channel **Puig** sells its products through department stores, selective retailers, pharmacies, parapharmacy, travel retail and its own stores.

In 2023, the number of own stores increased driven by the organic growth of the Niche category, mainly thanks to Byredo, Penhaligon's and L'Artisan Parfumeur, and Skincare Wellness with Kama Ayurveda. A total of 35 **Puig**-owned stores have been added compared to 2022.

Number of **Puig** own stores



<sup>31</sup> Company Industry Sources, latest available data.

### Travel retail

Due to its global reach, the travel retail channel is an ideal platform for building brands. **Puig** has continued to reinforce and transform this channel by elevating the Carolina Herrera and Rabanne Prestige portfolios. At the same time, the Niche category has seen an accelerating expansion in the number and productivity of openings.

In 2023, **Puig** slightly increased its global market share in travel retail<sup>31</sup>. Europe and the Americas led the growth in the channel.

All regions returned to 2019 traffic levels except for Asia-Pacific, whose recovery has been hampered by the delay in reopening international traffic to the Chinese market where **Puig** has less of a presence.

**Puig** estimates that digital sales account for 26%<sup>32</sup> of the total.

**Puig** has a digital presence through three channels: the brands' own e-commerce platforms, e-tailing of distributors that have physical stores, and distributors with exclusive online sales (pure players). The goal in 2023 has been to improve social media effectiveness and the implementation of CRM systems<sup>33</sup>.

The brands apply the same One Brand strategy to the digital channel, unifying it with the physical channel through a global portal that provides a complete, immersive, and personalized consumer purchasing experience.

Globally, **Puig** brands grew 15% respect to 2022 on their own e-commerce platform thanks to the results achieved by the brands' strategies, the geographic expansion of existing e-commerce, and the opening of new portals such as Kama Ayurveda's first international website, Nina Ricci's global digital flagship, and the dedicated Charlotte Tilbury Arabia online site.

### Digital

<sup>32</sup> The breakdown of net revenues by channel has been calculated based on information provided by our retailers and distributors, along with our own "Company Industry Sources" information.

<sup>33</sup> Customer Relationship Management.



## Innovation

Promoting new technologies in the industry

As part of its strategy to lead innovation within the industry, **Puig** consistently promotes the entrepreneurial spirit of the brands and of the people who are part of the company.

Developing and launching new products helps maintain the appeal of **Puig** brands, increases customer loyalty, and encourages purchasing. The company's focus on this area is a critical component of its growth plan and its performance will depend, in part, on its ability to continue to be innovative and launch new products.

In 2023, **Puig** continued to activate its brand partnerships with start-ups and leading agencies to test new technologies that deliver new consumer experiences.

Charlotte Tilbury launched its first app in June, designed to reach everyone everywhere regardless of their level of beauty expertise. The app harnesses the power of founder Charlotte Tilbury MBE's artistry expertise, as well as the capacity of leading beauty tech tools to educate, inspire, and reward new and existing customers. In 2023, the app was downloaded more than 640,000 times.

To celebrate the new Good Girl Blush fragrance, Carolina Herrera expanded its digital horizons with a new collection of non-fungible tokens (NFTs). The design of these NFTs embodies the essence of the Good Girl line, highlighting the style and dynamism of the modern woman.

Rabanne introduced Rabanne Virtual Try-On, a market-first innovation that uses hyper-realistic 3D animations to deliver a truly immersive beauty shopping experience. The result is an interactive tool with advanced facial tracking technology that allows users to discover, experience, and define their unique and individual Rabanne makeup, anytime, anywhere.

Penhaligon's continued the launch of the Re-use & Make New Refill program by leveraging recharging technology developed in collaboration with the **Puig** Technologies team. The service is offered in nine boutiques across the UK.



## Puig leader in olfactory innovation

In 2023, **Puig** has expanded its olfactory ecosystem, reinforcing its position as a leader in olfactory innovation.

This year there have been significant developments and collaborations, which have improved the customer experience when purchasing fragrances both online and offline.

This expanded reach across countries, retailers, brands, and tools has enabled the company to develop a robust intelligence network that provides valuable insights into real-time consumer preferences.

The **Puig** effort to lead innovation has been recognized globally, with 10 prestigious awards, including the Luxury Innovation Award, curated by Richemont and LVMH.

WikiParfum, a digital platform providing precise, objective, and independent fragrance information, was developed by **Puig** in collaboration with Fragrances of the World in 2022. It allows the user to discover how a perfume smells before trying it on and to understand which fragrance notes they usually use, and so search for other similar products. The platform continues to provide consumers with deeper insights into the perfume universe and to offer better recommendations.

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### WikiParfum in figures

25 languages  
1,400 ingredients  
1,200 brands  
over 25,000 listed perfumes

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AirParfum, a technology patented by **Puig** in 2018 which solves the problem of how to try various fragrances without reaching olfactive saturation, continued its global implementation with more than 65 active installations in 2023.

Some AirParfum accomplishments in 2023 were:

- Patents awards in the US and China.
- Technical certification and deployment across five continents in the flagship stores of luxury brands and retailers.
- Expansion into new categories, such as “flavours” in collaboration with Hennessy, and cultural experiences at the Prado Museum in Madrid, Spain, and at Christie’s in London, UK.
- AirParfum’s initial participation in the first clinical trial for early Alzheimer’s and Parkinson’s detection, moving towards the final clinical phase.







4

PUIG

# Commitment to Sustainability







## Our Guide

Ethical Code

## Our Ambition

To be a sustainable company

## Our Roadmap

The 2030 ESG Agenda

As a home of Love Brands, **Puig** furthers wellness, confidence, and self-expression. As a family business, it is committed to leaving a better world for generations to come and becoming a driving force for sustainable change to build a prosperous world for people and the planet. As a global company, knowing that to produce its products it needs natural resources — flowers, cotton, pigments, honey, and thermal water — **Puig** aims to promote a more sustainable, equitable, and inclusive world. In recent years, **Puig** values, commitments, and principles have been clearly described and reflected in its Ethical Code to ensure that everyone across the organization knows and shares this same culture. The Ethical Code is the **Puig** guide and frame of reference for everything it does as a business.

**Puig** is committed to becoming a sustainable business and in 2021 the company defined its roadmap: the 2030 ESG Agenda. Through this roadmap, **Puig** ensures that environmental sustainability, a diverse and inclusive society, and the criteria of good governance are at the center of all its decisions and daily activity, working across three dimensions:

- Planet. Preserving the environment, respecting the communities in which it operates, and creating value for society.
- People. Respecting human rights inside and outside the company and becoming a place where diverse talent can reach its potential.
- Ethics. Complying with the law, promoting good business practices, and upholding the highest standards of corporate governance.



<sup>34</sup> Score awarded to Puig, S.L.

The **Puig** commitment to sustainability goes beyond legal requirements, contributing globally to two ambitious sustainability goals:

- **Helping limit global warming to 1.5 °C by 2030**
- **Becoming a net zero organization by 2050**

The company has also aligned its strategy with the most recognized international commitments, standards and certifications.



Score: Climate (A)  
Water (A-)  
Forest (B paper), (B palm oil)



Apivita

Score of 70/100 Gold Medal<sup>34</sup>

Score of 20.7 (Medium Risk  
— ESG Risk Rating)



Highlights

- <sup>35</sup> Score awarded to Puig, S.L.
- <sup>36</sup> Sustainalytics ESG risk levels: negligible (0-10 points), low (10-20), medium (20-30), high (30-40), and severe (more than 40).
- <sup>37</sup> <https://www.ft.com/climate-leaders-europe-2023>.
- <sup>38</sup> Private sector coalition aimed at accelerating the transition to a more sustainable future in the global fashion, textiles, and apparel industry.
- <sup>39</sup> Long Term Incentive Plan.
- <sup>40</sup> Pending score by CDP at year-end.
- <sup>41</sup> Task Force on Climate-related Financial Disclosure.
- <sup>42</sup> Task Force for Nature-related Financial Disclosure.
- <sup>43</sup> Science Based Targets.

- Integration of all businesses into the **Puig** ESG 2030 Agenda.
- Expansion of the ESG Team led by Chief Sustainability Officer. At the end of the year, it consisted of members from the Sustainability, Human Resources, Operations, Finance, and Compliance areas.
- Approval and release of the new version of the Ethical Code, with 93.3% acceptance by **Puig** employees.
- More than 80% of **Puig** long-term bank loans are linked to sustainable criteria, in line with the 2030 ESG Agenda.
- **Puig** global re-evaluation with EcoVadis, achieving a score of 70/100 (+3p), and receiving the gold medal<sup>35</sup>.
- **Puig** global reassessment with Sustainalytics. Score of 20.7 (medium risk), successfully reducing score to near low risk<sup>36</sup>.
- Appearance for the second consecutive year in the Financial Times 500 European climate leaders ranking<sup>37</sup>.
- Addition to the Sustainable Markets Initiative Fashion Taskforce<sup>38</sup>.
- First year including ESG criteria in the remuneration of directors of all business units, both in the LTIP<sup>39</sup> and in the annual bonus, after its approval in 2022.
- Positive Luxury Certificate for Kama Ayurveda.

**Environment**

- Draft definition of the Supply Chain Decarbonization Plan.
- Second evaluation of the overall group in the three CDP (Carbon Disclosure Project) formats (Climate, Water, and Forest)<sup>40</sup>.
- Task Force on Climate-Related Financial Disclosures (TCFD<sup>41</sup>) and first-time Taskforce on Nature-related Financial Disclosures (TNFD<sup>42</sup>). These assessments contribute to identifying actions to adapt to potential impacts derived from climate change.
- Presentation to the Science Based Targets (SBT<sup>43</sup>) initiative of revised emissions reduction targets, incorporating the entire business, along with the official commitment to the net zero target.
- Acceleration of the Dry Factory project at the Vacarisses plant.



- Decision to back self-generated solar energy with the expansion of the photovoltaic park.
- Approval and communication of Forest, Water, and Waste Policies.

### **Social**

- Approval of Human Rights Policy for employees.
- Launch of Leader In Training program (LIT) for leaders in the organization.
- Inauguration of new, more versatile corporate spaces for a better work experience.
- Increased number of subsidiaries and growth of organizational structure.

### **Governance**

- New compliance model as of January 1, 2023.
- ESG (Environmental, Social and Governance) assessment of suppliers with EcoVadis and/or Sedex for the whole group.
- Approval of an on-site ESG audit plan to suppliers.
- Creation of the Sustainable Business Committee at Charlotte Tilbury.

# The 2030 ESG Agenda

**Puig** started by identifying the five areas with the greatest impact on planet, people, and development:



**Emissions**



**Materials, ingredients, and waste**



**Biodiversity**



**Water**



**Fair sourcing**

The implementation plan is structured around six pillars and applies to the entire business:



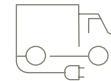
**Product Stewardship**

Innovating to manufacture products of natural and sustainable origin and apply eco-design criteria to packaging.



**Sustainable Sourcing**

Working together with suppliers to build a strong and sustainable supply chain.



**Responsible Logistics**

Transforming logistics to decarbonize the transportation of products.



**Responsible Manufacturing and Facilities**

Being meticulous and demanding in the company's facilities, focusing on water, energy, and waste management.



**Conscious Living**

Promoting best practices through awareness, participation, and training for employees and stakeholders.



**Nature Stewardship**

Working to preserve the balance of nature and generate a positive impact on biodiversity.

These six pillars are developed through 16 programs with specific objectives which address the most significant sustainability issues in the industry. These programs are implemented internally through various initiatives with a clear objective for 2030, with an implementation and accountability schedule, and have a direct impact on the United Nations Sustainable Development Goals.

The following table presents the details of each of the six pillars, 16 programs, and the **Puig** 2030 ESG Agenda initiatives, as well as their level of achievement in 2023.



SDGs where Puig impacts its 2030 ESG Agenda actions

SDGs where Puig impacts its 2030 ESG Agenda actions\*

Indicator Description	2030 Objective	2023 Results	2023 Reported Business	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
<b>Product Stewardship</b>																				
<b>1. Accelerate transition towards clean and natural formulation</b>																				
Formulas that comply with Puig's ingredient safety and sustainability policies. Reformulations	100%	86%	F			●						●			●	●				
New launches starting in 2022 in fragrances and skincare with a minimum of 90% ingredients of natural origin.	100%	93%	F 2023 only			●						●			●	●			●	
<b>2. Reduce weight and/or volume of packaging</b>																				
Reduction in Fragrance Business Packaging Volume vs 2019	20%	5,5%	F									●			●	●				
<b>3. Boost adoption of sustainable materials in packaging</b>																				
Packaging complies with at least one of the following criteria: • 30% of eco-components <sup>1</sup> within packaging • 80% product recyclability • Rechargeable system	100%	47%	Ap, CT, F									●			●	●	●	●		●
<b>4. Promote circular economy and end of life principles</b>																				
Number of products with a B+ score assessed on the internal CVA (life cycle analysis).	100%	45%	F*		●							●		●	●	●	●		●	
<b>Sustainable Sourcing</b>																				
<b>5. Expand mapping, assess and follow-up on ESG impact of suppliers</b>																				
Purchase volume from supplier inventories evaluated with EcoVadis or Sedex	90%	88%	Ap, CT, F, M	●	●	●		●				●	●		●	●			●	●
Purchase volume from suppliers non-inventories evaluated with EcoVadis or Sedex	80%	31%	F, M, CT	●	●	●		●				●	●		●	●			●	●
Suppliers assessed with a score greater than 45/100 <sup>2</sup>	100%	90%	F, CT	●	●	●		●				●	●		●	●			●	●
Suppliers assessed with a score greater than 75/100 <sup>2</sup>	30%	25%	F, CT	●	●	●		●				●	●		●	●			●	●
<b>6. Enhance traceability and increase amount of certified raw materials. Key certified raw materials</b>																				
Paper: FSC	100%	88%	AP, CT (direct only), DVN, F, RBN	●		●						●	●		●	●			●	●
Palm oil and derivatives: RSPO <sup>3</sup>	100%	99%	AP (direct only), F (third party only)	●		●						●	●		●	●			●	●
Alcohol: SAI (Sustainable Agriculture Initiative)	100%	73%	AP (direct only), F	●		●						●	●		●	●			●	●
<b>Responsible Logistics</b>																				
<b>7. Extend mapping and expand ESG risk assessment T&amp;W suppliers</b>																				
Spending on logistics providers evaluated by EcoVadis or Sedex	100%	92%	F	●	●	●		●				●	●		●	●			●	●
<b>8. Invest in the decarbonization of logistics and supply chain</b>																				
Shipping occupancy rate	>85%	64%	F, CT									●	●		●	●				●
Reduction of emissions generated by air freight vs 2022	20%	18%	Ap, CT, F <sup>11</sup>									●	●		●	●				●
Cargo transported by road with more sustainable alternatives	50%	15%	Ap, CT, F <sup>11</sup>									●	●		●	●			●	●

SDGs where Puig impacts its 2030 ESG Agenda actions\*

Indicator Description	2030 Objective	2023 Results	2023 Reported Business	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
<b>Responsible Manufacturing and Facilities</b>																				
<b>9. Reduce waste across the value chain and maintain high waste valorization</b>																				
Facilities that send zero waste to landfill	100%	19%	Puig <sup>a</sup>							●			●	●	●	●		●		
<b>10. Reduce emissions and improve energy efficiency of all facilities and installations</b>																				
Renewable electricity consumed	100%	82%	Puig							●		●	●	●	●	●		●		
Renewable thermal energy consumed	100%	10%	Puig							●		●	●	●	●	●		●		
Self-generated energy of total consumed	20%	1%	Puig							●		●	●	●	●	●		●		
<b>11. Invest in water usage reduction and reutilization systems</b>																				
Reduction in water consumption in factories vs 2022	40%	11%	Puig <sup>a</sup>							●		●	●	●	●	●	●	●	●	●
<b>Conscious Living</b>																				
<b>12. Promote education and awareness on sustainability along the value chain</b>																				
Launch an annual ESG engagement action with a minimum percentage of employee participation	>40%	54%	F, M <sup>b</sup>				●				●				●	●				●
<b>13. Minimize environmental footprint of employees</b>																				
Fleet of electric and hybrid vehicles	100%	53%	Ap, F <sup>10</sup>							●				●	●	●				
<b>Nature Stewardship</b>																				
<b>14. Work towards a positive or neutral impact on biodiversity</b>																				
Zero deforestation in the supply chain of key raw materials	100%	In definition													●	●		●		●
<b>15. Roll-out carbon insetting programs within the value chain</b>																				
Insetting projects funded within the value chain	>1	In definition										●	●		●	●	●	●		●
<b>16. Offset emissions through natural climate solutions and other carbon credits</b>																				
Investment in carbon credits to accelerate climate action through projects with a positive impact on nature	100%	100%	Puig	●	●	●	●	●			●		●			●		●		●

It does not include Uriage data in any indicator.  
 Legends: Ap (Apivita), CT (Charlotte Tilbury), DVN (Dries Van Noten). F (fragrances), RBN (Rabanne).

<sup>1</sup> Components of recycled, biodegradable, natural or bioplastic origin, avoiding polyoxymethylene resin (POM) and acrylonitrile butadiene styrene (ABS).  
<sup>2</sup> Does not apply to fashion houses as they use SEDEX, which does not provide scoring.  
<sup>3</sup> RSPO mass balance or higher.  
<sup>4</sup> More sustainable alternatives include dual EVARM technology, natural gas, or multimodal transportation that primarily combines road with train and/or sea.  
<sup>5</sup> Only implemented in fragrance business.

<sup>6</sup> Invisible Beauty has only been launched in fragrance and fashion businesses so far.  
<sup>7</sup> The eco-score is an internal methodology that assesses the environmental impact of Puig products, considering packaging and formula, giving a score of A as the highest and D the lowest.  
<sup>8</sup> Only applies to offices and production plants.  
<sup>9</sup> Only applies to production plants.  
<sup>10</sup> Charlotte Tilbury does not have a fleet.  
<sup>11</sup> We do not have primary data from Byredo, Kama Ayurveda, Loto del Sur, and Uriage.

\* 1. No poverty  
 2. Zero hunger  
 3. Good health and well-being  
 4. Quality education  
 5. Gender equality  
 6. Clean water and sanitation  
 7. Affordable and clean energy  
 8. Decent work and economic growth  
 9. Industry, innovation and infrastructure  
 10. Reduce inequalities  
 11. Sustainable cities and communities  
 12. Responsible consumption and production  
 13. Climate action  
 14. Life below water  
 15. Life on land  
 16. Peace, justice and strong institutions  
 17. Partnership for the goals



# Environment

## Decarbonization of our activity

<sup>44</sup> See list of ISO certifications in Annex 4.

Since the launch of the first **Puig** sustainability plan in 2014, the company has been committed to reducing its carbon emissions into the atmosphere, which has meant working in an integrated way across all areas of the business and value chain.

Aware that any action, however small, is a step forward in achieving the objectives of its 2030 ESG Agenda, in 2023 **Puig** launched new initiatives and extended existing ones to other business units of the company.

- Supply chain decarbonization plan, with a pilot in three of the main purchasing categories and in the main suppliers.
- Definition of the ESG Plan for Retail, to extend sustainability criteria to the points of sale specific to the fragrance business, which will be implemented after 2024. The objective is to ensure the commitment of the **Puig** point-of-sale professionals and stakeholders to the company's objectives. The first phase of the plan is to measure the carbon footprint of point-of-sale materials so that, based on the information obtained, goals for improvement can be set. In 2023, the first workshops were held with the brands, markets, and suppliers.
- Collaboration with DHL Global Forwarding on a marine transport decarbonization project through the use of the more sustainable option of biofuels. In 2023, it was implemented on the Barcelona-New York route.

Project for the optimization of carbon footprint calculations, which entailed:

- Reviewing the contribution calculations of the participating companies to the **Puig** footprint.
- Improved calculation, minimizing the amount of estimated data.
- Definition of an ESG strategic plan in Carolina Herrera with the collaboration of an external consulting agency, with the aim of extending the lessons learnt to the rest of the **Puig** fashion business in the future.
- ISO 14001 (Environmental Management System) certified at Champs-Élysées (Paris) offices<sup>44</sup>.



# The path to net zero and the contribution to 1.5 °C

In mid-2023, after the presentation of the 2022 report, a project was launched to review the key emission factors to calculate the **Puig** carbon footprint. Carbon footprint data has been revised for 2022 based on updating some emission factors and replacing certain estimates with primary data. This project led to a reformulation of the 2022 footprint to ensure comparability and consistency of published data. The recalculated footprint remained at 612,257 tCO<sub>2</sub>e, a reduction of 33,016 tCO<sub>2</sub>e (-5%) compared to that presented in the previous report.

## Puig carbon footprint

<sup>45</sup> The breakdown of the Puig carbon footprint and relevant impact analysis can be found in Annex 2.

<sup>46</sup> Initiatives explained in the Nature and Biodiversity section.

<sup>47</sup> The verified data presented in the 2022 Report were as follows

Scope 1	Total energy consumption	
	kWh	12,119.827
Scope 2	Electricity	
	kWh	23,088,153
	Steam and heating	
	kWh	64,752
Scope 3	Water	
	m3	258,559
	Paper	
	kg	309,869

In 2023, **Puig** increased its footprint by 8%, a value well below the increase in net revenue of 19%. This evolution of the footprint below that of the business demonstrates the efficiency of the management of **Puig** activity as a result of the optimization measures implemented in the various pillars of the 2030 ESG Agenda. Consequently, the net revenue ratio has decreased to 154 tCO<sub>2</sub>e/€M, down 9% compared to the 2022 recalculation.

The 8% increase is determined by scope 3, due to an increase in turnover, a review of emission factors, and a significant increase in category 4 (transportation and distribution upstream)<sup>45</sup>.

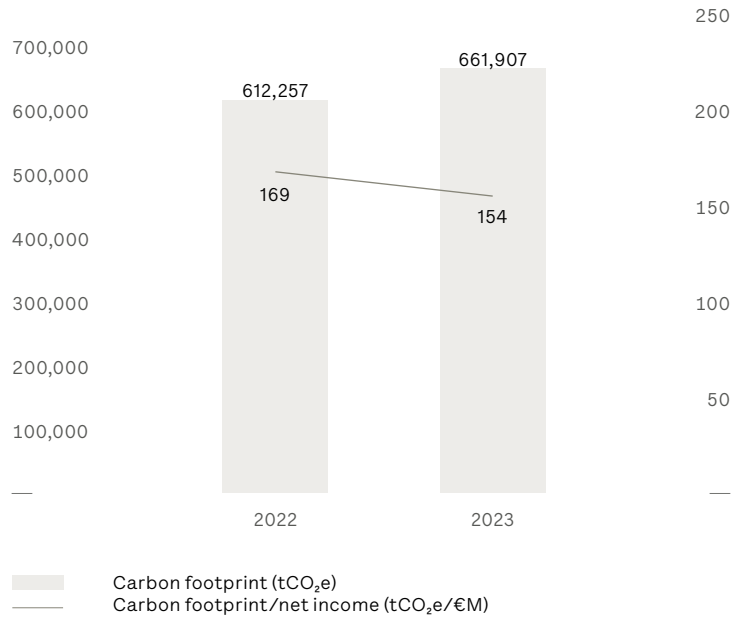
In 2023, **Puig** has collaborated in two carbon credit investment initiatives to accelerate climate action<sup>46</sup>.

## GHG Emissions [tCO<sub>2</sub>e]

	2022 <sup>47</sup>		2023	
Total scopes 1+2	6,674	1.1%	6,449	1.0%
Total scope 3	605,583	98.9%	655,458	99.0%
<b>Total</b>	<b>612,257</b>		<b>661,907</b>	



Evolution of Puig carbon footprint (tCO<sub>2</sub>e)





## Responsible and sustainable products

<sup>48</sup> SPICE: an initiative by cosmetics companies involving leading brands globally to develop methodologies and collect data to improve environmental performance decision-making across the entire packaging value chain.

<sup>49</sup> EBS Consortium: an initiative that works with the objective of defining a common methodology to measure the environmental impact of the formula and packaging of products in the cosmetic industry.

<sup>50</sup> Fédération des Entreprises de la Beauté.

All stages of **Puig** products' lifecycles are monitored and actions defined to optimize them in order to align the portfolio with the highest standards, respond to customer and consumer expectations and minimize their environmental impact.

**Puig** is a member of two important international initiatives to improve the environmental performance of cosmetic products:

1. SPICE<sup>48</sup>: Starting from the product design phase, **Puig** uses its methodology to calculate the environmental impact of packaging in the fragrance, skincare and makeup businesses and suggest improvements to the development teams.
2. EBS Consortium<sup>49</sup>: **Puig** is involved in the development of a methodology to assess the environmental impact of cosmetic products. With the project now approaching its conclusion, **Puig** teams have worked on an internal evaluation (eco-score) of products in terms of formulation and packaging in order to define improvement plans. In the future, this proprietary methodology will be aligned with that of EBS.

In addition, **Puig** actively participates in Cosmetics Europe, CTPA (Cosmetic, Toiletry & Perfumery Association), Stanpa, Hellenic Cosmetic Association, Cosmetic Valley and FEBEA<sup>50</sup>, among others.



## Highlights

- <sup>51</sup> Forest Stewardship Council, a global nonprofit organization dedicated to promoting responsible and sustainable forest management.
- <sup>52</sup> Calculated using data from the fragrance business, Rabanne fashion business, and Dries Van Noten, Apivita, and Charlotte Tilbury brands.
- <sup>53</sup> Roundtable on Sustainable Palm Oil.
- <sup>54</sup> Direct purchase of the fragrance and accessories business and Apivita brand, and purchases from third parties in the fragrance and accessories business.

## Ingredients

- <sup>55</sup> With the exception of the hair color line and the Bee Sun Safe Suncare.
- <sup>56</sup> Awarded by the Leaping Bunny Program, the most recognized global standard for certification of cruelty-free cosmetic, personal care and household cleaning products. More information at <https://www.leapingbunny.org/>.

- 93% of new fragrance developments and their lines have a minimum of 90% ingredients of natural origin.
- 73% of Uriage products have more than 80% ingredients of natural origin.
- 88% of Apivita's new launches have a minimum of 90% ingredients of natural origin.
- Increase in refillable containers.
- Increased in the percentage of FSC<sup>51</sup> paper (88% of expenditure)<sup>52</sup> and RSPO<sup>53</sup> for palm oil (99% of expenditure) certification<sup>54</sup>.

**Puig** holds itself to stricter standards than required by applicable regulations to maximize the safety of its products, and monitors research on ingredient safety to update its protocols accordingly. From a scientific point of view, all ingredients must be at the correct dosage to ensure their safety, which is why **Puig** studies and tests each of them to choose only those with the highest quality standards for human and environmental safety.

The fragrance, makeup, and skincare business segments have developed ingredient policies which apply to all new products and to the progressive reformulation of existing products. The goal is twofold: to ensure the company's human and environmental safety obligations are met, and to improve the product footprint.

Since 2022, **Puig** has worked to achieve a minimum usage of 90% naturally derived ingredients in the fragrance business, provided this does not pose risks to health.

Charlotte Tilbury initiated the introduction of naturally derived ingredients into new skincare developments in 2023. In addition, most Apivita products incorporate more than 90% natural origin ingredients<sup>55</sup>.

In the fashion business, **Puig** is focusing its efforts on increasingly incorporating a greater number of certified raw materials. In 2023, 25% of Carolina Herrera's raw materials were sustainably sourced.

All ingredients used by **Puig** are purchased from suppliers that comply with its Sustainable Sourcing Policy, whilst regular internal controls are conducted to ensure compliance with applicable cosmetic laws.

Additionally, **Puig** has not used animal testing for more than four decades, ensures that it is not carried out in its supply chain, and strongly supports initiatives that combat this type of testing. Charlotte Tilbury has been Leaping Bunny certified since 2021<sup>56</sup>.

Packaging

<sup>57</sup> Post-Consumer Recycled Material.

In 2023, substantial progress has been made in replacing packaging materials with more sustainable alternatives, with actions such as:

- Progressive implementation of plastic-free solutions for Lifestyle brand trays.
- Accelerating the use of PCR<sup>57</sup> materials in all categories. In the Le Male, Lady Million, and Good Girl fragrances 15% of the glass used is PCR.
- Use of monomaterial cellophane film, which improves recyclability.
- Establishment of a minimum 30% use of PCR origin plastics in Charlotte Tilbury. In addition, plastic was removed from all gift sets in 2023.
- Reduced weight of containers in Apivita: 44% in the New Beevine Elixir line, for example.
- 100% recyclable low-density polyethylene in Dries Van Noten shipping bags.
- Targeting the minimum 40% of materials with better sustainability attributes than current ones (recyclables, certificates, etc.) in Rabanne’s fashion business.
- Plastic removal in all Prestige fragrance *coffrets*.

Up to date on regulatory issues

Due to the growing regulation to which packaging is subject, **Puig** collaborates with different international initiatives to ensure full alignment with any potential changes and participates in Cosmetics Europe’s packaging and residual waste groups.

In 2023, work has been done on incorporating recycling pictograms in accordance with French regulation to help consumers properly separate waste and adapt to Chinese regulations on packaging.

Packaging Optimization

**Puig** has continued to work on reducing packaging volume in all product categories with different actions:

- Decrease in the volume of the packaging boxes, which has resulted in optimizing the pallet load.
- Reduced space between primary and secondary packaging in the fragrance business segment, and volume in gift formats in Charlotte Tilbury.
- Disposal of boxes in the Intimate Hygiene line in Apivita.
- Achievement of 75% of flat shipping packaging at Dries Van Noten.



- Project to decrease the volume and packaging range in Rabanne Fashion.

## Refillable containers

<sup>58</sup> It does not apply to the fashion business.

Thanks to the actions initiated in 2022 in this area, in 2023 the number of product references with refillable formats in the fragrance, makeup and skincare business segments has substantially increased<sup>58</sup>.

Charlotte Tilbury has launched 16 new refillable products and closed the year with another four in development. Since the beginning of 2023, the assessment of refillable options has been incorporated into all brands' new product development processes.

The fragrance business has launched refillable formats of Good Girl, Bad Boy, Gaultier Divine, and some Aguas de Adolfo Domínguez, among others, and the makeup lines of Carolina Herrera and Christian Louboutin Beauté.

Penhaligon's now have five of its outlets with refilling machines available to customers.

## Traceability

<sup>59</sup> Isolated RSPO: RSPO certified sustainable palm oil from different certified sources that is kept separate from the common palm oil throughout the supply chain.

Tracing the source of all raw materials and materials is a key aspect at **Puig** to ensure their origins are sustainable and environmentally and human rights friendly. In 2023, the focus was on:

- Increasing the volume of raw materials and sustainably certified materials such as FSC for paper and RSPO for palm oil. Penhaligon's has been a member of the RSPO since 2017 and only uses palm oil and its isolated RSPO certified derivatives<sup>59</sup>.
- Creation of the Sustainable Business Committee in Charlotte Tilbury to further integrate ESG strategy across the brand's value chain, including monitoring new raw material options and monitoring compliance with current ones to advance aspects of traceability, sustainability, and certifications.
- Carolina Herrera's collaboration with Givaudan's Sourcing4Good initiative, which promotes transparency in supply chains to ensure traceability.

# Responsible supplier management

## Highlights

<sup>60</sup> Total group purchases except Uriage and non-inventories of Apivita.

<sup>61</sup> Ethical Trading Initiative.

<sup>62</sup> Aligned with Puig's Sustainable Sourcing Policy.

<sup>63</sup> SMETA is an audit that helps companies understand the work, health and safety, environmental performance, and ethics standards within their own operations or those of a supplier.

**Puig** implements actions on an ongoing basis to ensure optimal ethical, environmental, and social behavior in the supply chain and to align it with the 2030 ESG Agenda.

- New supplier evaluation campaign with EcoVadis and Sedex, reaching 55% of total purchase volume<sup>60</sup>.
- Second CDP Supply Chain campaign, in which we invite **Puig** suppliers across all business segments to respond to the questionnaire. In this way, the supplier's environmental behavior is known in detail.
- Approval of the global ESG on-site supplier audit plan, across all product categories, with the first phase led by Charlotte Tilbury.
- Launch of the Supplier Sustainability Pack in Charlotte Tilbury, consisting of the Supplier Code of Conduct (updated this year to align with ETI<sup>61</sup>), the tracking program, and the brand's Responsible Sourcing Policy (with requirements for key raw materials)<sup>62</sup>.

In 2023, the Sustainable Sourcing Policy was updated to align it with new, more stringent global purchasing standards, applicable to all suppliers of the company. **Puig** conducts an annual supplier monitoring program through EcoVadis documentary audits and on-site audits. For the latter, in 2023, a global audit program was approved using Sedex's SMETA<sup>63</sup> methodology.

In addition, Carolina Herrera collaborates with Givaudan's Sourcing for Shared Value initiative, which aims to ensure integrity in the way raw materials are produced from a social, environmental, and governance standpoint.

## Evaluation

<sup>64</sup> For fragrance and accessories businesses, Charlotte Tilbury and Apivita brands.

<sup>65</sup> For fragrance and accessories businesses and the Charlotte Tilbury brand.

In order to monitor the ESG performance of the suppliers, EcoVadis and Sedex have continued to be used, depending on the product categories.

- Seventh evaluation campaign with EcoVadis, covering 93% of inventory<sup>64</sup> purchases and 33% of non-inventory purchases<sup>65</sup>. The average score was 62 points (61 in 2022), 16 points above the EcoVadis average.
- Second evaluation campaign with Sedex with Carolina Herrera and Dries Van Noten and expansion to the remainder of **Puig** fashion houses.
- Second CDP Supply Chain campaign in the fragrance business, with a response rate of 73% (+4 pp vs 2022).



## Audits

The **Puig** Annual Internal Audit Program includes suppliers of raw materials, packaging and subcontracted third parties (second-party audits) and is conducted on-site. All related aspects are included in the Integrated Management System: quality management, good manufacturing practices, environment, and occupational health and safety.

The main objectives of the audits are to:

1. Verify suppliers' ability to meet **Puig** requirements and their regulatory compliance.
2. Define action plans to reduce gaps and improve trust.
3. Develop mutually beneficial relationships with suppliers.
4. Add value to strictly regulatory or certification audits.

The selection criteria for the suppliers and the frequency of audits are determined based on the relevance, risk, and date of the most recent audit.

In 2023, a total of 54 audits were carried out on suppliers and third parties, located in Europe, Asia, and Latin America, in which the availability of environmental certifications, membership in the EcoVadis evaluation system, practices, and processes for the protection of the environment, measures for the protection of workers, risk prevention, good manufacturing practices, and the quality of processes and products were reviewed.

When any deviation is detected, the supplier must propose an action plan for its resolution.

Audited Group	2023
Logistics with third parties	1
Manufacturing and outsourcing third parties	30
Packaging and point of sale suppliers	23
<b>Total</b>	<b>54</b>



<sup>66</sup> For those suppliers who do have not had a current audit with Sedex.

In 2023, a global ESG audit plan was defined and approved that applies to suppliers across all **Puig** product categories. These audits will be conducted from 2024 following Sedex's<sup>66</sup> SMETA methodology and will be conducted by external auditors.

In 2023, a first phase has been implemented at 14 Charlotte Tilbury suppliers, of which a total of 20 factories have been audited.

The audit plan will allow **Puig** to identify ESG risks applicable in all countries in which it operates, have more visibility into its performance, and define corrective actions.

Proximity

Working with local suppliers is a relevant criterion for **Puig** since it increases efficiency in working together, contributes to the economic dynamization of the environment, and reduces the carbon footprint.

In services such as restoration, cleaning, safety, and certain quality aspects, proximity is a determining factor. For products that occupy a large volume, such as *coffrets*, the criteria for choosing the handling supplier are important due to the distances that the products travel between the different centers.



# Circularity

<sup>67</sup> Due to the type of activity carried out by Puig, food waste is not a material issue.

In 2020, the European Commission approved the new Circular Economy Action Plan within its commitment to sustainable growth and, at the end of 2022, a new European regulation came into effect to end packaging waste and promote reuse and recycling to address exponential waste growth.

**Puig** adheres to these goals, with actions focused on three axes:

## 1. Waste Reduction<sup>67</sup>

### Significant Actions for Plastic Reduction:

- Study for replacing plastic with paper to wrap pallets at the Alcalá de Henares plant.
- Study for the replacement of plastic in the transport trays of glass suppliers at the Alcalá de Henares plant.
- Optimization of the separation of the different types of plastic in the Chartres plant, which has led to around 20% less waste to incineration and, therefore, approximately 20% more valued product.
- Disposal of single-use bottles in the showroom and at Dries Van Noten fashion shows, and at Échirolles facilities.
- Replacement of plastic with biodegradable plastic in Uriage Thermal Center treatments.

### Significant actions in production processes:

- Reuse of residual propolis from the production process of Apivita's Beewine Elixir facial line, in the production of branded soap bars, and vine leaf extract as fertilizer.
- Installation of a barrel compactor at Uriage, with the aim of reducing the number of containers and improving recyclability and value.
- Production exclusively on demand for samples and garments at Carolina Herrera.
- Study to reduce the number of fragrance bottles discarded at the Chartres plant.
- Testing for the reuse or recycling of the fabrics and leftovers from previous seasons in the fashion houses of Rabanne and Jean Paul Gaultier, which will be mandatory in the European Union in 2025.
- Workshops with cross-sectional equipment to minimize waste from collections in Rabanne fashion.



<sup>68</sup> Excludes Byredo, Kama Ayurveda, and Loto del Sur. Uriage and fashion houses with estimated data.

#### **Actions to reduce paper consumption:**

- Digitization of invoices and receipts, implementation of a CT system for product receipt and shipments, reuse of silk paper from raw materials as fill for shipments at Dries Van Noten.
- Deployment of the paperless initiative at Apivita offices.

#### **Actions to reduce office waste:**

- Study for the reduction of organic waste at the Barcelona headquarters.
- Incorporation of reusable cutlery in the Welcome Kit at Paris offices.
- Project to improve waste management in Uriage offices to be implemented in early 2024.
- Replacement of Rabanne and Nina Ricci fashion aluminum coffee capsules with ground coffee.

### **2. Increased waste valuation**

- Five of the eight factories with zero waste to landfill.
- Valuation rate of 83%<sup>68</sup>.

### **3. Extend product life to delay arrival at landfill**

- Increase in refillable formats in all product categories.
- Carolina Herrera fashion collaborates with Fabscrap to recycle leftover fabric. In 2023, 1,766 kg was prevented from ending up in landfill.
- Creating a newsletter in Uriage to raise consumer awareness of bathroom waste management.

# Efficiency

## Highlights

In 2023, **Puig** continued its ambitious efficiency optimization program across operations, with the aim of maintaining the best results with the lowest energy consumption. This optimization is done by incorporating sustainable management and technology models and responsible habits.

- Increase in photovoltaic park.
- Completion of the preparatory phase for the launch of the Dry Factory project.
- Opening of the **Puig** Tower-T2 building at Barcelona headquarters, meeting the highest ESG standards.

## Energy

<sup>69</sup> Business Management System.

### Reduced consumption

Deployment of measures and technology to optimize consumption:

- Replacement of conventional lighting with LED technology in different areas in Alcalá de Henares and the François 1er building (Paris). Complete replacement in Apivita and pilot for LED installation with sensors in the company warehouse.
- Replacement of old compressors with more efficient ones at the Vacarisses plant.
- Deployment of a project to connect the lighting to the owner's BMS<sup>69</sup> and change in lighting to one with adjustable intensity depending on the external luminosity in the Champs-Élysées offices.
- Installation of individual power meters on Apivita production lines.
- Optimization of the HVAC system at the Barcelona headquarters, Champs-Élysées, Av. Montaigne (Paris), Chartres, and Vacarisses plants, and Dries Van Noten offices.

### Renewable Energy

Also contributing to reduction is the transition to cleaner energy, both green and self-generated. At the end of 2023, 59% of the total energy consumed, and specifically 82% of electricity, came from renewable sources.

In 2023, self-generation options have continued to be expanded with a clear preference for photovoltaic energy. Actions have been taken at several centers including the installation of 980 kWh of solar power at the Vacarisses plant (in operation by early 2024).



<sup>70</sup> Detail in Annex 2.

- Approval of the solar panel installation in 2024 at the Chartres plant, which will account for 20% of the factory's total electricity consumption.
- Completion of 73 kWh solar panel installation at Apivita.
- Installation of solar panels in Kama Ayurveda, which in 2023 provided 10% of the total electricity consumed.

**Puig** calculates carbon footprint scope 2 by both the location-based and market-based method to analyze the impact of renewable energy consumption<sup>70</sup>.

## Water

In 2023, **Puig** accelerated different activities to optimize its consumption:

- Sensor tap: installation in 2023 in the offices of Washington Plaza (Paris), some areas of François 1er/ Av. Montaigne (Paris), Alcalá de Henares and Apivita plant.
- Rainwater collection system in Kama Ayurveda to be reused in other uses in the factory.
- Monitoring of the water system of Alcalá de Henares and Vacarisses plants to prevent leaks.
- Change in irrigation system to drip system and technology to optimize Kama Ayurveda garden pressure.
- In all facilities, **Puig** uses network water and has different water treatment and reuse systems depending on the facility.

In 2021, **Puig** started a project at the Vacarisses plant to reuse 100% of industrial wastewater in a closed circuit to take advantage of it in other maintenance and HVAC processes, incorporating tertiary treatment.

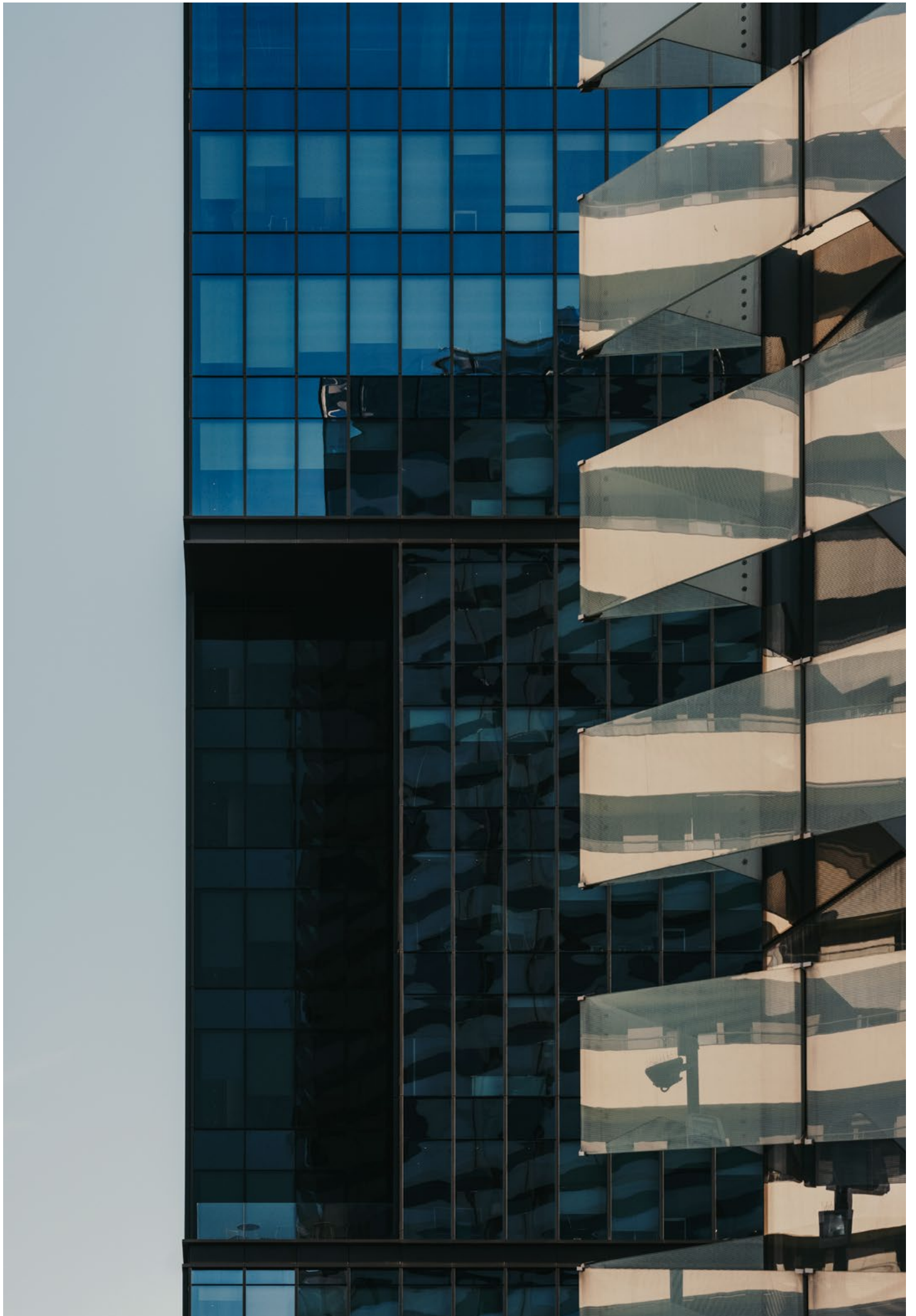
This project, aligned with one of the **Puig** 2030 ESG Agenda objectives, is called Dry Factory. In 2022, the supplier was selected for the pilot and in 2023 an industrial test was carried out to verify the technologies offered; the contract was signed with the supplier and the development of the executive project began.

Efficient facilities and processes

**Puig** implements actions on a regular basis to make its facilities more efficient:

- Waterproofing of the Alcalá de Henares plant deck (cold roof system) to optimize building efficiency.
- Air destratifiers to improve the perception of heat at the Alcalá de Henares plant.
- Green roof and bee garden renovation providing additional shade and insulation zones in Apivita.
- Energy audits at the Barcelona headquarters, Uriage, and Champs-Élysées, from which actions have been defined to reduce and improve efficiency.
- Insulation in places not covered by the Apivita factory steam system.
- Search for a new maintenance provider, prioritizing environmentally friendly aspects at the two fragrance centers in Paris.
- Construction of the canteen, dining room, fitness center, and break area with low-impact materials such as mud tile roofs, bricks made from recycled materials, bamboo walls, and handcrafted Athangudi tile floors in Kama Ayurveda.
- ISO 22716:2008 Good Manufacturing Practices for Cosmetics certification at the Apivita facilities.

**Puig** has civil liability insurance that includes a specific clause on the environment.





The new corporate space in Barcelona, the **Puig-T2 Tower**

In 2023, **Puig** expanded its corporate headquarters in Barcelona with the opening of a second building next to the current one. This is a 20-story building that has prioritized efficient and low-environmental impact construction, and has received a LEED Gold certification.

The main features are:

- Intensive use of energy-efficient technologies.
- Larger office spaces with greater layout flexibility.
- Energy efficiency label: rating A.
- State-of-the-art high-efficiency air filters, removing 90% of contaminants.
- BMS management.
- Natural light and panoramic views throughout.
- Continuous air-renewal ventilation.
- State-of-the-art air filtering system with high-efficiency filters, purifying against bacteria, viruses and microparticles.
- Measures for minimizing CO<sub>2</sub> consumption and emissions.

Other data of interest:

- 100% of the wood used is certified as coming from responsibly managed production.
- 70% of the materials used are recyclable, they can be used for a second time.
- 99.6% of the waste assessed.
- Among the top 15 buildings in Spain for energy efficiency.



<sup>71</sup> BREEAM In-Use is a clearly defined method for continuous improvement in the operational and environmental performance of existing buildings, the health and well-being of their occupants, resilience to climate transition, social value, the circular economy, and decarbonization.

<sup>72</sup> Leadership in Energy and Environmental Design is a certification created by the U.S. Green Building Council. It is the most widely used green building rating system in the world.

<sup>73</sup> Energy Star is a program administered by the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE) to promote energy efficiency.

<sup>74</sup> The NABERS Energy for Offices rating is an Australian rating system that measures the performance of buildings on a scale of zero to six stars. A zero star rating means the building is performing well below average and has a lot of room for improvement.

<sup>75</sup> Indian Green Building Council: a certification system for different types of buildings with sustainable criteria.

## Certifications of the buildings in which Puig operates

BREEAM In-Use <sup>71</sup>	<ul style="list-style-type: none"> <li>• Apivita: score 75.3%, first bioclimatic factory in Greece</li> <li>• Building in Washington Plaza (Paris)</li> <li>• Apivita and Uriage Lisbon offices</li> <li>• Apivita and Uriage Madrid offices</li> </ul>
BREEAM Under Construction	<ul style="list-style-type: none"> <li>• Uriage: Neuilly-Sur-Seine offices</li> </ul>
LEED Gold <sup>72</sup>	<ul style="list-style-type: none"> <li>• <b>Puig</b>-T1 Tower and <b>Puig</b>-T2 Tower, Barcelona headquarters</li> <li>• <b>Puig</b> office in Argentina (Buenos Aires)</li> <li>• <b>Puig</b> office in China (Shanghai)</li> <li>• <b>Puig</b> office in Miami</li> </ul>
Energy Star Rating <sup>73</sup>	<ul style="list-style-type: none"> <li>• <b>Puig</b> office in Miami (score 91)</li> </ul>
NABERS Energy Rating <sup>74</sup>	<ul style="list-style-type: none"> <li>• <b>Puig</b> office in Sydney (5.0 Star Score)</li> </ul>
IGBC Green Factory Buildings <sup>75</sup>	<ul style="list-style-type: none"> <li>• Kama Ayurveda— Platinum (Global Leadership) certification for the factory</li> </ul>

## Transportation

The transportation of finished materials and products represents a significant volume of emissions for **Puig** as at most industrial companies. The most significant actions of 2023 have focused on the optimization of loads, routes, and means of transport:

- Minimizing air transport at Charlotte Tilbury and prioritizing marine transport, which has resulted in a decrease in associated emissions despite moving a greater number of units.
- Expanding multimodal combinations adopted in 2022 for distribution to **Puig** customers.
- Marine transport of biofuel goods for journeys between the port of Barcelona and New York for the **Puig** subsidiary in the US. This has reduced emissions on this route by 68%.
- Implementation of a duo trailer system at the Alcalá de Henares plant, to reduce the number of trips between the site and the Castellar del Vallès warehouse. This action has resulted in an 83% reduction in traffic.
- Agreement for the use of electric vehicles or bicycles with a courier provider in Rabanne fashion.
- Uriage uses natural gas and electric vehicles for the internal transport of raw materials and semi-finished products between its two facilities.

In addition, transport optimization also benefits from actions on the other pillars of the **Puig** 2030 ESG Agenda such as the progressive extension of flat packages across fashion brands, full pallet loading, packaging size reduction and more efficient shaped packaging.

## Nature and biodiversity

**Puig** is committed to contributing to the global nature positive goal. Consequently, in 2023, internal actions were carried out in the following areas:

- Ensure traceability and certification of raw materials and materials, ensuring the preservation of ecosystems and prioritizing regenerative agriculture practices.
- Promoting zero deforestation in the supply chain of key raw materials.
- Eliminate the use of invasive species in any of their locations.
- Collaborate with ecosystem conservation or recovery projects.
- Develop internal ecosystem recovery and regeneration projects throughout the supply chain.

In addition, we have taken an important step forward with the approval of three significant policies in the field of nature of great value for achieving the net zero objective:

- **Water Policy:** water is a vital component of **Puig** operations and products, so this document aims to integrate sustainable water resource management and contribute to SDG 6.
- **Forest Policy:** the relationship of **Puig** with forests materializes in the consumption of certain forest raw materials, mainly wood, paper and palm oil. They are also vital to mitigating climate change. Therefore, this policy establishes the lines for the consumption at **Puig** of raw materials of forest origin and contributes to SDG 15.
- **Waste Policy:** aims to reduce the generation of waste in our activities and exploit its value fully, promote circularity throughout the value chain, improve management, and contribute to SDG 12.

Several actions have been implemented in 2023, some of which have already been mentioned in previous sections of this report, such as traceability.

1. Kama Ayurveda has created a green belt around its factory, which has included planting more than 1,000 trees and plants. This helps to reduce CO<sub>2</sub> emissions and improve air quality.
2. Corporate-level investment in carbon credits to accelerate climate action through two projects, one in Brazil and one in Colombia.



#### Unitor REDD+ Project

Project created by 15 neighboring properties, totaling 99,035.20 hectares of forest area in Labrea (State of Amazonas, Brazil).

Objective: to avoid the deforestation of 25,329 hectares of Amazon rainforest in 30 years on private land, preserving Permanent Preservation Areas and Legal Reserves.

Benefits:

- Monitoring of illegal activities.
- Creation of 48 jobs per year.
- Gender equity tracking.
- Training on sustainable livestock and forest management.
- Health, wellness and nutrition workshops for employees and the community.

Verification standard: VCS.

#### Vichada Colombia ARR Project

Project combining forestation, reforestation, biodiversity protection and ecosystem regeneration actions.

Objective: transformation of the degraded savanna into a rich territory for hardwood and coal production.

Benefits:

- CO<sub>2</sub> capture and storage.
- Socioeconomic development of local communities with job creation and training (e.g. forest management).
- Increased economic resources from coal revenue.
- Entrepreneurship training for women.
- Equal employment opportunities in the project.

Verification standard: VCS and CCB.

- Loto del Sur is actively collaborating with Saving the Amazonas in a campaign to save the wax palm, an indigenous tree on its way to extinction. A special edition tote bag of the brand has been created. For each purchase, a seed is planted in the Saladito region, Valle del Cauca (Colombia). At the end of 2023, the brand has completed a forest of 1,500 palms.
- Charlotte Tilbury ensures its commitment to being a cruelty-free brand with the Leaping Bunny certification, which it successfully renewed in 2023.
- Apivita has created the Billion Bees program in collaboration with the 1% for the Planet organization, focused on regenerating bee populations, essential for preserving the biodiversity of flora, reducing climate change, maintaining the livelihoods of rural beekeeping communities, and promoting the quality and quantity of agriculture. In 2023, this collaboration has been extended to Spain and Belgium.
- Apivita is an active partner in the European program to ensure the preservation of rare or at-risk plant species, in collaboration with the University of Agriculture of Belgrade (Serbia), the University of Florence (Italy) and the University of Minho (Portugal).
- Uriage has maintained its collaboration with the 1% for the Planet organization on projects to rebuild the biodiversity in the Alps. Some of these collaborations were the sponsorship of teaching activities with children and the launch of a project to preserve their thermal water source with a French scientific entity.
- Adolfo Domínguez is committed to collaborating with the Reforest'Action organization on the planting of 50,000 trees. Between 2022 and 2023, 14,183 trees have been planted in Spain and Mexico.
- United Colors of Benetton fragrances have collaborated on a CoClima and Eco-Flora joint project in reforestation actions in Brazil.

The Vacarisses plant is located next to a protected stream. In 2006, the first plan to gradually reduce consumption and discharges was presented to the town council. Since then, **Puig** has worked continuously on different minimization plans. The Dry Factory project, explained in detail in the Water section, is one of the latest initiatives launched within these reduction plans.



## Aspects related to society

### Sustainable mobility

**Puig** encourages a transition to more planet-friendly mobility:

- Driving the use of more environmentally friendly vehicles:
  - Accelerating the hybrid and electric vehicle fleet across all units, ensuring all new acquisitions meet this feature. 100% of the fleet at Apivita.
  - Increase in electric vehicle charging points available to **Puig** employees. There are charging stations for 22% of the parking spaces at the Barcelona headquarters, 100% in Apivita, 24% in the offices of Uriage (Paris) and 10% in Kama Ayurveda.
  - Installation of bicycle and scooter charging points at the Barcelona headquarters.
- Actions to implement collective transport solutions: two corporate buses in Apivita and one corporate bus in Neuilly-Sur-Seine to the nearest metro stations.
- Other actions to promote alternatives to the private car: agreement with a bicycle rental provider in Uriage and Dries Van Noten, or financial aid to employees for the use of ecological transport in Apivita, Uriage and Rabanne fashion.
- Option to remote work two days per week in all units where positions permit, which contributes to the reduction of emissions from employees.



## Getting employees involved

**Puig** has the desire to leave a better world for future generations, and consequently the entire organization works in an integrated way to ensure that the business continues to grow in the most responsible and sustainable way aligned with the shared values, priorities and principles expressed in the Ethical Code. Actions taken in 2023 aimed at **Puig** employees:

- First year in which **Puig** leaders' compensation has been linked to their ESG Agenda 2030, both in the LTIP and in the annual bonus.
- Launch of the ESG Library, an internal digital space accessible to **Puig** employees with the most relevant information about sustainability in the organization.
- Setting ESG targets for 100% of Apivita employees.
- Deploying the first module of the ESG training for Charlotte Tilbury and Uriage, as a continuation of the action carried out in 28 countries in 2022. The second module will launch in 2024.
- The eighth edition of the Makers program, in which the **Puig** teams selected six social and environmental organizations with which co-creation work is being carried out.
- Creation of the Employee Resource Group in the EMEA region, with the aim of having the professionals in the area, incorporate sustainability criteria on and off the job. Members are volunteers who will work with their leaders to define ESG-focused initiatives, with oversight from the Steering Committee created *ad-hoc* and support from corporate functions.
- Incorporation of ESG content into all internal corporate presentations.
- Introducing the **Puig** 2030 ESG Agenda to key clients, to align them with the objectives and gain their commitment.
- Specific training on the **Puig** ESG Agenda 2030 and sustainability aspects to 60 POS employees who participated in the **Puig** Academy 2023, an initiative in collaboration with the top five universities in Latin America.
- Celebrating Bee Month in Apivita with workshops aimed at raising awareness among teams about the importance of preserving these animals.
- Cleanup campaign in the Mediterranean marine ecosystems in Apivita, in collaboration with Aegean Rebreath, a member of the 1% for the Planet organization.



- Celebrating World Sustainability Week in Apivita and Uriage, with daily challenges related to the SDGs.
- Evolution of the Idea Bank in Apivita to the Sustainable Ideas Bank, in which the teams propose ideas related to sustainability. Creating an Ideas Mailbox in Uriage.

### Certifications and Awards in 2023

<sup>76</sup> International non-profit organization that runs the global environmental disclosure system for investors, businesses, cities, states, and regions to manage their environmental impacts.

<sup>77</sup> The Sustainable Beauty Awards recognize companies that seek to push the boundaries of sustainability in the beauty industry.

<sup>78</sup> Associated Chambers of Commerce & Industry of India.

In 2023 Kama Ayurveda achieved the prestigious Positive Luxury certification, known as the butterfly brand. This certification is only granted to luxury brands that meet strict social and environmental standards.

All ESG areas are certified, including climate, nature and water impact, professional management, community impact and ethical business management.

Certification	Unit	Accomplishment
CDP <sup>76</sup>	<b>Puig</b>	Climate (A), Water (A-) and Forest certification: paper (B) and palm oil (B)
EcoVadis	<b>Puig</b>	Gold Medal with a score of 70/100
Sustainalytics	<b>Puig</b>	Medium Risk with a score of 20.7/200
Positive Luxury	Kama Ayurveda	Achievement of the certification, with a score of 80/100
Sustainable Beauty Awards 2023 <sup>77</sup>	Apivita	Runner-up (Silver) Award in the New Sustainable Products category with the new BEEVINE ELIXIR anti-ageing range
BW Supply Chain Competitiveness Awards 2023	Kama Ayurveda	Sustainable Supply Chain Leadership Award
BW Supply Chain Competitiveness Awards 2023	Kama Ayurveda	Outstanding Customer-Centric Supply Chain Award
Assocham Awards <sup>78</sup>	Kama Ayurveda	Winner in the "Best Green Initiatives" category
2nd Sustainability Conclave and Awards 2023	Kama Ayurveda	Winner in the "Best Overall Sustainable Performance in Health & Wellness" category

In 2017 Apivita became the first Greek company to receive B Corp certification, achieving a maximum score of 117.2 points in 2022.



## Social

### People At Puig

The most valuable asset that **Puig** has is its people. 2023 was marked by the review and launch of a new version of the Ethical Code, which establishes the framework for the behavior expected of everyone who works at **Puig**, as well as third parties who work with **Puig**.

In addition, in 2023 **Puig** has taken a step forward in integrating its teams into Workplace, its main internal communication channel, incorporating employees from the business units of Dries Van Noten, Byredo, Loto del Sur and Uriage. In 2024, the integration of the Kama Ayurveda and Apivita teams is planned, thus making Workplace the key channel for managing effective global internal communication in the company.

The success of **Puig** as a company lies in the talent of the people who work for it. As the company faces new challenges, it becomes necessary to capture what is happening in the world and bring new and diverse perspectives.

For this reason the updated version of the Ethical Code, launched in 2023, reaffirms the **Puig** determination to become a benchmark for sustainable change, prioritizing environmental sustainability, diversity awareness, and respect.

The Ethical Code commitments related to professionals focus on:

- Respect and defense of universal human rights and the safety of people.
- Diverse talent: talent management processes are transparent, impartial and free from discrimination.
- Inclusion and equality: **Puig** employees have access to internal vacancies under conditions of equality. Decisions regarding internal promotions are made impartially and objectively, in light of the performance and potential of candidates.
- Working conditions: **Puig** promotes a working environment in which all people are treated with respect and dignity, and does not tolerate actions intended to harm, intimidate or humiliate.

**Puig** is aware of the critical importance of attracting, developing and retaining talented employees, and that the **Puig** working environment is characterized by a human rights-friendly, inclusive and non-discriminatory culture, as well as the need to adapt to a changing world.

In line with these commitments, a number of milestones have occurred in 2023:

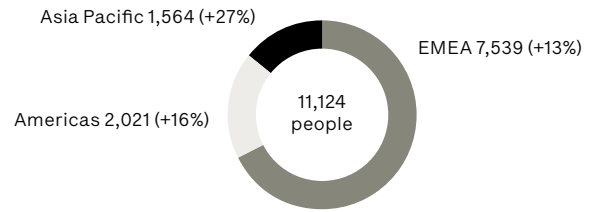
- Adoption of measures that reinforce the **Puig** commitment to human rights and to inclusion and non-discrimination, such as the approval of the Human Rights Policy.
- Update of the Harassment Prevention Protocol in the Spanish business units and follow-up on the measures within the framework of the Equality Plan in Spain.
- Launch of the Leaders In Transition leadership training program (LIT) to empower organizational leaders with the skills needed to drive the transformative change that derives from the **Puig** strategic plan.
- Opening of a regional hub in Miami (US), consolidating the **Puig** presence in the Latin American market and leveraging the growth of the Travel Retail business. The Miami headquarters allows local talent to elevate the region's leading Prestige brands and drive a careful expansion of the Niche portfolio. This location increases the ability of **Puig** to attract the talent needed.
- Growth in the number of subsidiaries and increased organizational structure with greater international presence outside Europe, especially in the Americas and in Asia where subsidiaries have opened in Japan and South Korea.
- Expansion of the Barcelona corporate headquarters with the opening of a second building which represents the **Puig** commitment to continue growing and reflects its purpose and values, as well as the commitment to continue offering the best possible experience in **Puig**.



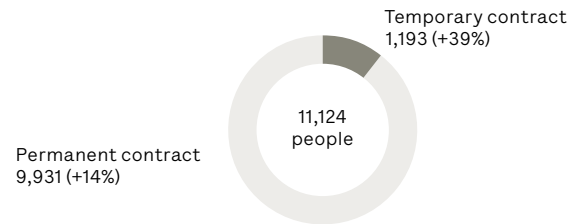
### Puig employee data<sup>79</sup>

<sup>79</sup> The percentages (%) in parentheses correspond to the variation compared to 2022. Full list of indicators in Annex 3.

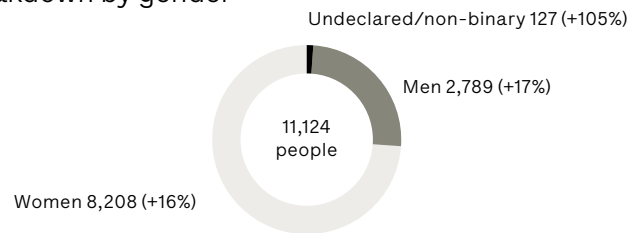
#### Employees by geographical area



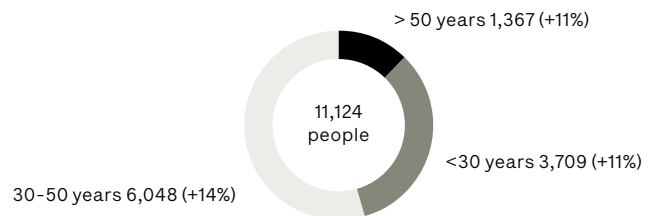
#### Breakdown by type of contract



#### Breakdown by gender



#### Breakdown by age range



### Organization of working hours and work-life balance

Each **Puig** work center adapts its working hours to legal and collective bargaining obligations depending on the characteristics of the business.

In addition, **Puig** has established a number of measures in terms of working time organization that provide an opportunity for work-life balance and flexibility for employees.

These measures are:

- Time flexibility: gradual implementation of flexible entry and leaving times in offices, which each unit adapts to its environment. These measures have been implemented in the following countries: Spain, China, Australia, Singapore, Taiwan, Japan, India, Hong Kong, Greece, Belgium, Portugal, United Kingdom, Italy, Saudi Arabia, Germany, Austria, Switzerland, Russia, Mexico, Argentina and Chile.

- Hybrid system: implementation of remote work consisting of two days of remote work and three onsite days a week for those positions that allow it in most of the work centers of the different countries where **Puig** operates.

**Puig** facilitates access to work-life balance mechanisms for all employees, depending on the applicable legislation in force and the employee's position. Whenever possible, additional measures have been implemented, such as teleworking and flexible entry and leaving times.

Likewise, **Puig** has a global digital disconnection policy to ensure the appropriate use of new technologies and IT devices within the framework of the employment relationship and establishes that employees have the right to not respond to any professional communication once their workday is over, unless there are exceptional and urgent circumstances that require an immediate response. This policy also establishes a set of good practices to promote digital disconnection.

New corporate spaces for a better work experience

**Puig** has redesigned its workspaces with the goal of continuing to improve the employee experience in its current hybrid working model. The new offices in Barcelona, Paris and Miami (and those in London and New York for 2024) are designed with three objectives in mind:

- Achieving more versatile, dynamic and collaborative physical spaces that maximize the work experience in a pleasant and sustainable environment.
- Enhancing a new work culture, increasing team efficiency and improving communication with each other.
- Continuously digitizing the work of **Puig** employees, adopting the software and tools that simplify daily work life.

The goal of this new office concept is for **Puig** facilities to become destinations for collaboration, creativity and innovation, and a reflection of the company's values and culture.



## Training

**Puig** is firmly committed to the professional development of its people, as demonstrated by the variety of actions aimed at promoting the training of its employees.

There are different active development programs in the organization, ranging from global corporate programs to those focused on specific groups.

### **Leadership in Transformation (LIT)**

Leadership in Transformation (LIT) is a training program that aims to equip the organization's leaders with the skills needed to drive the transformational change required by the three-year strategic plan. It is tailored and based on a leadership model co-created with a leading global coaching and leadership consultant, and is structured around three major axes: Listen, Inspire, Trust.

The deployment of the training is carried out in different groups according to the category of the leaders: Executive Committee, top management and other key senior management.

The total duration of the program is seven months and the program architecture includes one-on-one coaching sessions, instances of group co-development, group working sessions, and a three or three-and-a-half day in-person seminar depending on the category.

LIT was launched in September 2023 and 82 leaders have participated. In 2024, the program will continue to develop to include top management and other key senior management, comprising more than 500 leaders globally who will conduct training sessions in Europe, Asia, Latin America and the US.

### **Talent programs**

These programs aim to identify and develop high potential professionals at all levels of the organization.

- **Janus**

Janus is the key program for talent development at **Puig**. With a duration of two years, its objective is to identify and prepare people who have the potential to take on future leadership roles in the organization. The third edition, inspired by the challenge of Mr. Mariano Puig to always "Aim High," was launched in 2021 with the collaboration of the IESE Business School. It was developed through in-person modules in Lausanne (with the IMD Business School), and in Paris, Antwerp and Seoul (with the Insead Business School), where the program concluded in 2023. Throughout the program, its 43 graduates have had the opportunity to learn about the values that have

driven the growth of the business from its senior leaders, and they have experienced in person the *métier*, culture, and entrepreneurial spirit of **Puig**.

- Talent Program

The goal of the Talent Program is to identify internal talent and prepare them to take on future roles of greater responsibility. In 2022, the fourth edition of the Talent Program was launched, under the motto “Are you future ready?”, which ended this year 2023 with the participation of 55 people. The fifth edition of the Talent Program launches in early 2024.

- Graduate Program

The program allows the incorporation of external talent without much professional experience and provides a pipeline of diverse and high potential talent for the future.

In 2023, two significant initiatives have been carried out to continue enriching the participant experience and bring value to their journey through the company: sessions with external facilitators focused on personal and professional development, addressing issues such as self-awareness, personal branding and career planning, and sessions with internal speakers to learn more about **Puig**.

### Programs for specific groups

- Training for Brand Ambassadors

Training has been key to transforming the role of Beauty Advisor into that of Brand Ambassador, thanks to a wide range of training actions. In 2023, more than 1,000 Brand Ambassadors have had access to the Brand Experience App, where training courses have been provided in soft skills, sustainability and consumer insights.

- Interview skills

In 2023, the expansion of Interview skills training has continued for managers who are in charge of hiring employees. It is a mixed program with online and onsite modules designed to equip them with the essential knowledge to hire the best talent in a fair and non-discriminatory manner.



<sup>80</sup> The 2022 perimeter was Apivita, Kama Ayurveda, Loto del Sur and Uriage. An effort was made in 2023 to improve information collection systems, including data from all Puig business units.

Hours of training by professional category<sup>80</sup>

	Women		Men		Undeclared/ non-binary	
	2022	2023	2022	2023	2022	2023
Top Executives	50	1,398	84	1,457	—	8
Marketing and sales	4,630	16,870	763	5,222	—	197
Brand Ambassadors	10,443	76,144	1,433	19,979	—	1,742
Technicians	3,319	15,939	1,711	7,760	—	154
Administrative professionals	506	592	246	144	—	11
Production	1,462	5,426	1,550	5,401	—	—

Health and Safety

With the aim of always providing a working environment in optimal conditions, **Puig** plans for continuous improvements and goes beyond legal obligations so that its workplaces meet different international standards.

In all units, constant monitoring and support is maintained for all teams so that the safety of all people is a priority and goes beyond strict regulatory requirements through continuous training, annual health monitoring and organization of voluntary vaccination campaigns, adaptation of jobs to achieve greater comfort and periodic monitoring of environmental and safety conditions in the offices and production plants.

In 2023, in the Alcalá de Henares and Vacarisses centers and in the new office building in Barcelona (all in Spain), work has been done to implement the necessary preventive measures to allow the high level of safety and comfort to be maintained in all jobs both in factories and in offices.

At the same time, the psychosocial aspects associated with work, in this case, of the staff located at the Barcelona headquarters, have continued to be re-evaluated.

The offices of Champs-Élysées, Paris, have achieved ISO 45001 (Occupational Health and Safety Management) certification. Additionally, as in Spain, the opening of the new offices in Paris entailed the implementation of all the necessary health and safety measures. In addition, several initiatives have been carried out within the framework of Quality of Life at Work Week, such as podcasts for stress management available to employees, psychological telephone support or training of First Aid in Mental Health.



Indicators related to health and safety at work are monitored on a monthly basis through continuous surveillance systems with teams of employees and specific management tools, and preventive actions are implemented proactively.

Social Relations and Dialogue

<sup>81</sup> International Labour Organization.

The ILO Declaration<sup>81</sup> on Fundamental Principles and Rights at Work recognizes freedom of association and collective bargaining as fundamental rights, amongst others. These rights, together with the promotion of social dialogue, are basic principles for the promotion of employee participation.

**Puig** guarantees social dialogue through the legal representation of the employees, with regular meetings, and through the employees themselves in those places where there is no such representation.

This guarantee is reflected in the Human Rights Policy approved in 2023.

The percentage of employees covered by collective bargaining agreements by country is as follows:

Spain	100%	of the workforce
France	100%	of the workforce
Austria	100%	of the workforce
Argentina	100%	of the Brand Ambassadors professional category and sales representative profiles
Belgium	100%	of the workforce
Brazil	100%	of the workforce
Peru	100%	of the workforce
Portugal	100%	of the workforce
Japan	90%	of the workforce. Management positions are exempt

In all other countries there are no applicable collective bargaining agreements and, therefore, social dialogue is governed by the laws in force in each case.



## Equality, Diversity and Inclusion

The revision of the Ethical Code and the approval of the Human Rights Policy in 2023 highlight the need to respect and defend universal human rights and people's well-being, taking into account the added value that diversity can bring.

**Puig** actively promotes equal treatment and opportunities and has mechanisms in place to avoid situations of discrimination. **Puig** launched a new reporting channel in 2023 that allows anyone to report any conduct that may be unethical or in breach of **Puig** internal legislation or regulations.

In Spain, the **Puig** Equality Plan includes measures related to different areas of labor relations, such as, selection, promotion, training, occupational health, remuneration, and work-life balance.

In 2023, the measures included in the Equality Plan were implemented, with periodic meetings by the monitoring committee, to ensure compliance and the effectiveness of the plan. There is also a protocol for the prevention of sexual harassment and actions to take in case of it occurring, as well as in cases of gender harassment and other types of harassment in Spain, which was updated in 2023.

In addition, the UK, France, US, Canada, China, Australia and Hong Kong have developed harassment and/or discrimination prevention documents that supplement the content of the Ethical Code. Specifically, the makeup business unit has a diversity and inclusion policy and an equal opportunity policy.

Training on diversity, inclusion and non-discrimination has also been organized, and in 2023 training on inclusive language has been carried out in the Human Resources department through reputable suppliers.

Likewise, awareness campaigns have also been carried out in this area in the US, Argentina and Brazil.

**Puig** ensures universal accessibility of people with disabilities across all its subsidiaries and across all its business units through the suppression of physical barriers and the adaptation of jobs.

Objectivity in the compensation setting process is one of the principles of **Puig**, which it implements using information tools provided by external consultants and which serve the Talent Committee, formed mostly of independent members of the Board of Directors, to define the general lines of the criteria set in relation to remuneration at **Puig**.

**Puig** employees are able to take legally available maternity and paternity leave, without discrimination, and their return to the company is guaranteed. In 2023, a total of 319 workers enjoyed such permits.

As stated in the Ethical Code: **“The culture in the Puig workplace is inclusive and non-discriminatory and makes employees feel valued and able to contribute. Our processes relating to the management of talent are transparent, fair, and free from discrimination.”** Puig is sensitive to the integration of people with special needs in the company. In 2023, the following actions are worth noting:

- Employment of 166 people with a recognized disability within the legal parameters of each country.
- Hiring for the Alcalá de Henares plant through the Integra Foundation, which works to promote the employment of people at risk of social exclusion and people with disabilities.
- Promoting the employability of people with disabilities by outsourcing part of the production processes in Spain and France to Special Employment Centers as an alternative measure to the direct hiring of people with disabilities.

Supplier	Location	Contribution (in €M)	
		2022	2023
Dau Private Foundation	Barcelona	775,956	821,624
Arco Iris Foundation	Madrid	827,653	1,001,465
TPC	France	1,721,680	1,846,056
Trefemo, S.L.	Madrid	84,164	101,100
<b>Total</b>		<b>3,409,453</b>	<b>3,770,245</b>



## Actions to maximize our impact

**Puig** seeks to maximize its ability to generate social impact, not only through economic contributions, but also by expanding the impact of its initiatives.

In 2023, these actions were structured along different lines:

- Makers initiative, within the Invisible Beauty social program, at a global level.
- Impact on the immediate surroundings.
- Local actions managed by each unit.
- Internal impact actions at **Puig** with employees.

Contributing to the local environment is another key element for **Puig**. This is done either by hiring more local employees in each country, hiring through local employment agencies to meet temporary needs at production plants, or by hiring proximity suppliers at production sites.

In addition, in 2023 **Puig** announced its partnership with the 37th America's Cup, both as Global Partner of the event and by being named sponsor of the first **Puig** Women's America's Cup, which will take place between August and October 2024 in Barcelona.

### Invisible Beauty and Makers

In 2014, **Puig** launched Invisible Beauty as the company's social program, reflecting the family's business vision and the goal of leaving a better world for generations to come.

Within the framework of this program, **Puig** designed Makers as an initiative that allows it to share its expertise with social organizations for whom learning from the business experience of **Puig** could be valuable in helping them make a greater impact on people, society and the planet.

Since its inception, the Makers initiative has continually evolved and grown to ensure **Puig** continues to make an even greater social impact. Today, the initiative makes a clear contribution to the purpose of **Puig** and the 2030 ESG Agenda.

Makers generates an experience of great value both for **Puig** employees, from those who vote on the selection of initiatives to those who work in teams on the projects, and also for the brands and social organizations that are supported by the program.

The initiative is based on four pillars that allow the involvement of people at **Puig**:

- **Encourage conscious living.** Through Makers, the company promotes social and environmental awareness, and offers **Puig** employees the opportunity to channel their social concerns through **Puig**, and contribute to the business and family legacy by leaving a better world for future generations.
- **Share Puig know-how.** Through mentoring and the involvement of senior managers, **Puig** generously shares its business expertise and entrepreneurial audacity with the leaders of participating social projects to help them strengthen their business skills and knowledge, while identifying projects with a long-term vision that can be integrated into their business strategy on a social level.
- **Co-create with Puig teams.** Makers' differentiating value is that the initiative allows **Puig** people to work together on social projects, with greater engagement and commitment to find opportunities that can be implemented together. Co-creation gives **Puig** the opportunity to identify opportunities for improvement in their value chain and social projects to expand their impact.
- **Collaborate with Puig brands.** The idea behind collaboration with **Puig** brands is to align their brand DNA with the purpose of the social projects. Makers acts as a social project incubator that nourishes the social causes of the brands while helping them scale their visibility and social impact.

In 2023 **Puig** launched the 8th Makers edition, with a global live digital event to present the eight candidates to be part of the initiative. The projects that are in the co-creation phase with **Puig** are:

Project	Country of origin	Cause	SDGs
Beauty for Freedom	US	Empowering trauma survivors through the arts	5 & 12
Free Form Style	Spain	Create unrestricted, inclusive, and barrier-free fashion for people with functional diversity	10
Itinérance Méditerranée	France	Promote and improve the lives of women artisans in Mediterranean areas by giving visibility and value to their work	1, 5, 8, 10 & 12
MENOSTrash	Spain	Contribute to creating a fashion sector that reduces its impact on the environment	12 & 13
Mentoring Matters	United Kingdom	Bringing diversity and inclusion to the fashion and creativity industry	5, 8, & 10



What do people who have participated in the Invisible Beauty Makers experience say?

“For me, participating in the Makers initiative has been very rewarding, as I’ve met a truly inspiring group of people, whether they’re the founders, their teams, or the great **Puig** team members from around the world, who gave their time and passion to help build amazing projects together. It has shown me that by spending even a small amount of time, with purpose and passion, we can contribute significantly to Makers. Together we can help build a better world.”

Timothy Lee, Architecture & Visual Merchandise  
Director, Penhaligon’s, Kama Ayurveda, Loto del Sur



“It means being able to learn and share my interest in improving the world by turning this, through innovation and entrepreneurship, into a sustainable, profitable and replicable business.”

Omar Villagomez, Operations Director, **Puig** in Mexico

“Makers is an exciting project where solidarity and professionalism come together. It’s a unique opportunity to get up close and personal with amazing initiatives and collaborate with colleagues in a completely different context. It’s really nice to be able to participate.”

Marta Raventós, Corporate HR & Legal Delivery Manager, **Puig** Tower T-1 (Barcelona)



“Partnering with the founders and Beauty for Freedom network to impact the lives of trauma survivors and see it flourish in real time is a powerful experience. Doing so with **Puig** colleagues from all over the organization gives it even deeper meaning.”

Laurie Labesque, North America VP, **Puig** in North America

“I wasn’t sure what participating as a co-creator would mean for me, but it has been a very constructive experience. Contributing my two cents on such a huge project with such a huge potential is very satisfying and working with such an incredible team... a super interesting, unforgettable and highly recommended opportunity; a **UNIQUE** experience.”

Carmen América Torres, Packaging & Production Quality Control Manager, Vacarisses Plant



“I’m really proud and grateful to participate in Invisible Beauty Makers this year. This unique initiative allows me to give more purpose to my daily work, partnering with social organizations that support causes that matter deeply to me and spreading their messages throughout our organization. It’s also a great opportunity to connect with my **Puig** colleagues and work together on a meaningful project.”

Charlotte Fave, Strategic Projects Director,  
Champs-Élysées (Paris)





Local actions managed by Puig Brands and units

The brands and business units of each country have autonomy to implement social commitment actions. Below are some of the actions implemented in 2023:

Business unit	Action	SDGs
Apivita	<ul style="list-style-type: none"> <li>• Billion Bees Program: launched in September 2023 of the Billion Bees program with a commitment to regenerate one million bees every year worldwide.</li> <li>• Bee Schools: collaborative project with The Bee Camp (member of the 1% for the Planet organization) that seeks to raise awareness among the younger generation about the importance of bees for humankind and nature.</li> <li>• For the third year in a row, more than 50 Apivita employees voluntarily moved to four Greek islands during the summer to conduct marine cleanup actions in collaboration with the Aegean Rebreath NGO.</li> </ul>	11, 13 & 14
Byredo	<p>Collaboration with the Ghatt'up NGO to promote and incentivize the employability of young people from neighborhoods at risk of social exclusion, offering internships to four people.</p>	8 & 10
Carolina Herrera	<p>Within its “Mujeres en la Artes” (Women in the Arts) campaign, it presents a new cultural program celebrating creative women, with a number of initiatives:</p> <ul style="list-style-type: none"> <li>• Collaboration with the New York Fashion Institute of Technology (FIT) with a four-year fellowship for women who want to develop in the fashion industry.</li> <li>• Collaboration with Kode With Klossy, the organization of Good Girl’s ambassador, Karlie Kloss, to train young women in programming.</li> <li>• Collaboration with Spectaculu, a non-profit organization specializing in professional training and guidance, to organize a new fashion and apparel course for 15 young people in Rio de Janeiro (Brazil). The collaboration was developed by Puig in Brazil.</li> <li>• Sponsorship of the “Maestras” (Female Masters) exhibit at the Thyssen-Bornemisza National Museum in Madrid. A tour of over one hundred works by 73 female artists spanning from the 16th to the 20th century.</li> <li>• Launch of the Walk Tall podcast, a space aimed at empowering the next generation of women to reach their full potential professionally.</li> </ul>	4 & 5

Charlotte Tilbury	<ul style="list-style-type: none"> <li>• Collaboration with the Elton John AIDS Foundation and as an official founding beauty partner of his The Rocket Fund initiative to support its fight against AIDS. The brand's holiday campaign helped raise awareness of the Rocket Fund's mission and featured brand founder Charlotte Tilbury MBE, singer Elton John and model Kate Moss.</li> <li>• Collaboration with The Prince's Trust, an organization that supports underprivileged youth around the world, through a variety of initiatives:             <ul style="list-style-type: none"> <li>• Fundraising during The Prince's Trust Global Gala in New York.</li> <li>• Sponsorship of the Amal Clooney Women's Empowerment Award event that recognizes the global impact of the work of emerging young women.</li> <li>• Supporting young and diverse talent with two hires through the association's Get Hired program.</li> <li>• Employee-led business workshops to train and help young entrepreneurs build their own businesses.</li> <li>• Development of a limited-edition Coronation Red lipstick to celebrate the Coronation of Charles III (available in the UK and US) and whose profits have been allocated to the charity.</li> </ul> </li> <li>• Partnering with Women for Women International on the development of a custom-made Christmas sock from Charlotte Tilbury to allocate some of the sales to the charity in its mission to help female survivors of political and social conflicts rebuild their lives.</li> </ul>	3 & 10
Dries Van Noten	<p>Collaborating with Revol, craft porcelain, handmade and produced in France, to develop porcelain packaging for three brand fragrances: Soie Malaquais, Rock The Myrrh and Rosa Carnivora.</p>	12
Jean Paul Gaultier	<ul style="list-style-type: none"> <li>• Historical commitment of the brand with more than €200,000 donated to more than 15 LGBTQI+ associations worldwide through its activations during the "Pride Month", with the marketing of its Pride Limited editions in more than 25 markets.</li> <li>• Special projects to support local artisans in Mexico for the Day of the Dead to promote local tradition and craftsmanship.</li> </ul>	5 & 10
L'Artisan Parfumeur	<ul style="list-style-type: none"> <li>• Partnering with French craftsmen and women specializing in <i>papier marbré</i> (paper marbling) to create custom papers representing French regions, replicated in the packaging of the Les Paysages collection.</li> <li>• Collaborating with Carpenet French Ceramics to develop handmade candles in Limoges porcelain.</li> <li>• Event held at Manufacture de Sévres, an emblematic place in France celebrating craftsmanship, where the historical archives of L'Artisan Parfumeur were shared, with 150 participants from the Parisian creative scene.</li> </ul>	12
Penhaligon's	<ul style="list-style-type: none"> <li>• To support the brand's ESG mission, Penhaligon's became the lead sponsor of QEST, a UK-based organization that supports excellence in British craftsmanship.</li> <li>• Donation of 10% of the Highgrove Bouquet collection's net revenue to the Prince's Foundation (UK) in support of building communities for a more sustainable world.</li> </ul>	12
Rabanne	<p>Rabanne, in collaboration with Dazed, has launched the Arts Factory initiative, which aims to provide a platform for six emerging digital fashion and beauty creatives. All of them will have to create an artistic assignment and compete for the opportunity to collaborate with Rabanne on a creative project.</p>	8 & 10



Uriage	Uriage has maintained its commitment to 1% for the Planet in projects to preserve water resources and regenerate the biodiversity in the Alps. One of these teaching projects was “Odyssees Acting at the Source” (Odysseys Acting at the Source), with the Water Family NGO, to raise awareness of the importance of water for 950 boys and girls across France.	13
Apivita and Uriage	A minimum of 0.2% of turnover in 2023 was returned to nature and the community through economic and in-kind donations and employee volunteer time through Corporate Responsibility programs.	17
Puig in Argentina	<ul style="list-style-type: none"> <li>• Financial collaboration with the Alegría Intensiva (Intensive Joy) entities, working to improve the hospital experience of children and adolescents through arts and culture.</li> <li>• Economic collaboration with the Garrahan Foundation, which drives teaching, research, human resource training and continuing education tasks related to the health of children and adolescents across the country.</li> <li>• Economic collaboration with the Luzca bien, siéntase mejor (Look good, feel better) social program from the Argentine Chamber of the Personal Hygiene, Cosmetics and Perfumery Industry (Cámara Argentina de la Industria de Cosmética y Perfumería, CAPA), whose mission is to strengthen the self-esteem of women with cancer by helping them improve their image and undergo cancer treatment with greater confidence.</li> <li>• Collaboration with the Argentine Special Olympics Association, which promotes the inclusion and rights in sports of people with intellectual disabilities, on interactive days with children with disabilities and Puig employees and through the donation of sports equipment and materials donated by the employees themselves.</li> </ul>	3 & 10
Puig in Brazil	<ul style="list-style-type: none"> <li>• Collaboration, along with Jean Paul Gaultier, with the LGBTQUIAP+ parade and the Parade Association, a non-governmental organization that promotes the LGBTQUIAP+ community through educational, social, and cultural activities.</li> <li>• Collaboration, together with Rabanne, with the Reprograma (Reprogram) association, a social impact initiative that aims to train cis and trans women who are in a situation of social and economic vulnerability to work with programming, thus seeking to reduce the large gender gap that exists in the technological market.</li> <li>• Collaboration, along with Rabanne, with the International Academy of Electronic Music (AIMEC), one of the nation’s reference schools for DJ training, through scholarships for 20 young people in social vulnerability.</li> <li>• Collaboration with Spectaculu, along with Carolina Herrera.</li> </ul>	3, 5 & 10
Puig in Chile	Donation of sanitary materials (masks, alcoholic gel, etc.) to the María Ayuda entity, an association that helps children and adolescents at risk of social exclusion, and to the Quinta Normal Fire Department.	10
Puig in France	<p>Collaboration with “Nos quartiers ont du talent” (Our neighborhoods have talent) supporting the employability of young people from neighborhoods at risk of social exclusion.</p> <p>Collaboration with three minority aid associations (“Energie Jeune” [Young Energy], “Estime” [Esteem] and “Refuge”).</p>	8 & 10

Impact actions at **Puig** with employees

**Puig** promotes the well-being of its employees through the #BeCampaigns initiative which is the **Puig** wellness program which aims to encourage employees to adopt practices that help them improve their well-being.

The program began as a pilot at the Barcelona headquarters in 2014, was extended to the Paris headquarters in 2016, and has since been implemented progressively in all **Puig** subsidiaries worldwide.

The #BeCampaigns initiative is structured around six pillars, with the aim of inviting people within the company to explore activities related to a healthy and sustainable lifestyle: #BeActive, #BeHealthy, #BeSustainable, #BeSociallyAware, #BeProud and #BeCreative.

Sponsorship of the 37th America's Cup

In June, **Puig** announced its partnership with the 37th America's Cup, both as a global sponsor of the event and as naming sponsor for the first **Puig** Women's America's Cup, which aims to provide female racers with a platform to showcase their skills and talents. The **Puig** collaboration with the America's Cup, which will be held from August to October 2024 in Barcelona, has a special significance, reflecting its local identity as a global company based in the city and its rich nautical heritage.

With a long tradition of sponsorships within the sailing world, **Puig** is proud to support this historic competition, strengthening the company's relationship with the nautical world and promoting excellence and innovation in the sport.

By supporting the **Puig** Women's America's Cup race, which looks to be one of the highlights of the 37th America's Cup, **Puig** demonstrates its commitment to promoting gender equality within the sport of sailing. As a global partner, it will have a significant presence throughout the event, connecting with sailing enthusiasts from around the world and strengthening its brand visibility globally.





## Relationship with our consumers

<sup>82</sup> International Fragrance Association.

<sup>83</sup> Includes all Puig business units, except Charlotte Tilbury units sold outside of the online channel.

<sup>84</sup> In 2023, the claims collection process has been redefined, achieving a more precise number of claims. Categories reported in 2022 (consumer, customer and internal complaints) are included in the 2023 total complaints.

The **Puig** ESG commitment is also reflected in the way it treats its consumers. To guarantee the safety of the products, the necessary mechanisms are put in place throughout the entire product development flow: ingredients and packaging, development of new formulas, manufacturing, final product, and labeling.

The entire portfolio of products is subject to several regulations, the most important one being Regulation (EC) No. 1223/2009 of the European Parliament and Commission, of November 30, 2009, applying to cosmetic products, which harmonizes the rules in the Community in order to achieve an internal market for cosmetic products while ensuring a high level of protection for human health. In addition, **Puig** goes beyond compliance with global legislation, and is also committed to rigorously respecting the recommendations of IFRA<sup>82</sup>54, and sets higher internal standards than those required by law. This internal policy includes the decision not to use certain ingredients that have not been evaluated by authorities to confirm their human and environmental safety.

The channels available to consumers to make complaints or queries follow protocols based on regulations from the European Union and other countries that impose post-marketing surveillance rules.

Characteristics of the service:

- Channels: chat, telephone, website, email, and social media.
- First response within 48 hours.

Complaints can be very diverse, from very specific minor reactions due to the normal use of cosmetic products (cosmetovigilance alerts) to quality issues or problems with orders from our direct customers. Cosmetovigilance alerts involve the conducting of a consumer survey through an external company to obtain all the information necessary to carry out a thorough investigation through which the alert can be classified as: possible, likely, very likely, questionable, or unlikely. In all cases the results are communicated to the consumer.

	2022		2023 <sup>83</sup>	
	Total	% Over Units Sold	Total	% Over Units Sold
Number of consumer claims <sup>84</sup>	267,773	0.07368%	13,612	0.00448%
Number of cosmetovigilance alerts	383	0.00011%	724	0.00024%



## Governance

### Human rights management

**Puig takes a firm position on the defense of human rights. In 2021, it joined the United Nations Global Compact, an initiative that aims to connect the private sector with human rights. For the admission process, the company had to present its actions and strategies relating to the ten principles of the Global Compact. Failure to comply with any of the principles implies non-admission.**

Principle 1 of the Global Compact specifies that “Companies must support and respect the protection of internationally recognized human rights within their sphere of influence.”

Being part of the Global Compact and issuing annual reports for the organization’s approval offers the greatest proof of the company’s commitment to compliance with human rights.

**Puig** works constantly to detect possible deficiencies in the management of risks associated with human rights in relation to its activity: risks in connection with employees, customers, consumers, suppliers, local communities, and other potentially affected parties.

Moreover, in 2007, the Ethical Code made this commitment explicit in the “**Puig** and People” section, expressly stating that: “We respect and defend universal human rights and personal privacy.” All of the company’s policies and procedures derive from the Ethical Code and implement the commitments of the Code in day-to-day aspects of the business. This ensures that compliance with human rights is fully integrated into all internal functions and processes without inconsistency or contradiction.

This commitment to human rights is reflected by the approval of the Human Rights Policy by the Board of Directors in the last quarter of 2023. This policy expresses the **Puig** commitment to respecting the following human rights in the workplace: (i) elimination of forced labor, (ii) abolition of child exploitation, (iii) elimination of discrimination in employment and occupation, (iv) elimination of harassment, (v) freedom of association, (vi) safety and health, (vii) minimum employment conditions, all of which in accordance with international regulations. This policy serves as a tool to identify, prevent, and mitigate any negative impacts on employees’ human rights that may arise during the course of their activities.

In 2023 the Board of Directors also approved the Sustainable Sourcing Policy that details the environmental, social and governance standards (with special impact on respecting human rights) that **Puig** requires from its suppliers.

**Puig** provides a reporting channel as one of various mechanisms in place to detect possible human rights breaches, whilst the Human Rights Policy and the Sustainable Sourcing Policy serve to mitigate and prevent such breaches. As of today, no breaches of human rights have been identified or demonstrated through these mechanisms.

In 2022, **Puig** created the Internal Control of Financial Information (SCIIF) function with the aim of strengthening the company's governance model, continuing to promote financial integrity and operational efficiency, and fostering trust among stakeholders in line with the commitments made in the Ethical Code. In 2023, existing controls and other additional controls that strengthen the model have been formalized and documented.

To ensure the proper functioning of the SCIIF function in **Puig**, the Board of Directors, through the Audit and Compliance Committee, has commissioned the creation and operation of a team of professionals who manage the SCIIF model. This team has a double organizational line: it is ultimately dependent on the Audit and Compliance Committee, but for its day-to-day responsibilities it reports to the Vice President of Financial Services.

The model created follows the guidelines of the COSO<sup>85</sup> Internal Control Framework.

The Internal Control team performs the following functions:

- Support the design and implementation of the SCIIF, aimed at ensuring the veracity of the information and financial statements prepared by **Puig**.
- Supporting the business in identifying the main risks of financial information affecting **Puig**, as well as assisting in the design and implementation of control activities necessary to mitigate them.
- Consideration of the materiality of the different **Puig** components to determine to what extent it is necessary to implement the Internal Control system and decide on any exceptions or scope adjustments.
- Training, education and support for the teams and individuals responsible for executing control activities to ensure they can fulfill their responsibilities as control owners.
- Periodic review of the effectiveness of control activities, identifying best practices.

The Internal Control function has to ensure that controls are in place, covering major processes and mitigating risks, and to that end they are reviewed annually.

## Internal Control

<sup>85</sup> Committee of Sponsoring Organizations of the Treadway Commission.



- Formalization and documentation of controls in the main functions and entities.
- Annual review of the Risks and Controls Matrix.
- Deployment of specific software that serves as an evidence repository (Archer).
- Training more than 150 people across the company.
- Approval of the governance model of the Internal Control function on financial information by the Board of Directors.

## Fiscal commitment

<sup>86</sup> The Fiscal Policy is available on Puig's website: <https://secure.ethicspoint.eu/domain/media/en/gui/109738/taxPolicy.pdf>.

The **Puig** commitment to society involves complying rigorously with its fiscal obligations in the countries in which it operates.

The Fiscal Policy, revised in 2023, establishes the governance framework, principles, values, guidelines, and standards that guide the company's behavior on tax matters, as well as decision-making regarding fiscal matters<sup>86</sup>.

in €M	2022		2023	
	Profit before tax	Corporate tax paid	Profit before tax	Corporate tax paid
US	74,109.4	13,372.8	74,030.0	15,182.4
United Kingdom	119,495.8	19,313.4	154,185.7	36,693.5
Spain	141,429.1	40,497.0	175,572.6	39,980.0
France	59,210.4	16,990.8	44,841.3	11,196.9
Brazil	21,200.3	13,998.9	23,145.0	6,489.0
Germany	3,764.0	4,098.4	4,340.1	-469.9
China	-39,222.1	-30.7	-12,315.8	0.0
Mexico	20,440.0	7,541.8	30,687.1	9,760.5
Italy	-717.9	273.6	1,595.9	984.9
Chile	13,891.0	4,277.9	11,248.0	3,243.2
Rest of world	135,232.7	16,487.3	142,566.6	31,740.3

Top 10 countries based on net revenue for **Puig**. They represent 62% of the total.

In 2023 **Puig** received a total of €224,489 in public subsidies and invested €512,883 in sponsorship actions.

in €M	2022	2023
Public grants	383,907	224,489
Sponsorship actions	321,609	512,883

## Compliance

In 2023, through the new corporate Compliance area, **Puig** continued to make progress in building an ethical and compliant culture based on the commitment and participation of everyone in the organization, and especially of those who hold positions of responsibility. This collective obligation is expressed in the idea of “Compliance starts with me.” The corporate Compliance area reports to the Audit and Compliance Committee to ensure it can operate independently and autonomously, and is allocated its own resources.

During 2023 there have been three specific areas of action. Firstly, the company standards set out in the Ethical Code and the basic policies derived from it have been reviewed. Secondly, a new organization has been defined to facilitate the deployment of standards, and finally, processes have been developed to promote and monitor standards.

In June, the third version of the Ethical Code and new versions of existing or newly created corporate core policies were launched. In the second part of the year, the approval of new core policies that foster the values and commitments established in the Ethical Code was completed.

The revised version of the Compliance and Crime Prevention Policy along with the new Anti-Corruption Policy reinforces and promotes the company’s commitment to compliance with the law and **Puig** ethical standards and expresses zero tolerance for corruption, bribery and money laundering.

The new version of the Sustainable Sourcing Policy promotes environmental, social and governance responsibility in our value chain.

The new Reporting Channel Policy sets out the “Speak Up” culture which encourages employees to report behaviors that may be unethical or breach internal or external regulations. The policy establishes the maximum guarantees of confidentiality for individuals making reports and provides protection for them as required by applicable law.



<sup>87</sup> The 2022 Report did not use the current business perimeter when consolidating reports.

<sup>88</sup> The list of reported topics reflects the adopted internal nomenclature; no human rights violations have been verified to date. As of December 31, 2023, all reports for the year 2022 are closed.

The new Ethical Code and basic policies were communicated to all employees, facilitating access to their content and raising individual awareness of the values and commitments they describe.

On June 12, 2023, a new reporting process was made available. This channel and process complies with current applicable law and is aligned with the **Puig** commitment to a “Speak Up” culture.

During 2023, a total of 30 reports were received. This can be seen in the context of 2022<sup>87</sup>, in which nine reports were received through the “ethics@puig.com” channel. They can be classified by issue as follows: Human Rights (1), Bribery and Corruption (0), Money Laundering (0), and Others (8). These ‘Others’ referred to issues relating to the management of people, such as favoritism, dismissals and inappropriate vocabulary or treatment.

The increase in the number of complaints compared to 2022 is in part a result of the promotion of the culture of integrity and transparency through the new reporting channel (available at: puigreportingchannel.ethicspoint.com) and the Reporting Channel Policy and Procedure that allows reports to be made safely and confidentially. Reports can also be made anonymously if desired, and those making reports are protected from retaliation.

Finally, the criminal risk map has been redefined to permit its extension to the areas of regulatory compliance identified as priority, and to allow its deployment in all countries where the company has subsidiaries.

Management of the reporting channel in 2023<sup>88</sup>

Issues	Received		Closed	Open as of 12/31/23
Labor Issues	16	53%	10	6
Harassment	5	17%	1	4
Violation of Policy	5	17%	3	2
Misuse of Assets or Services	1	3%	1	0
Anti-trust Activity	1	3%	1	0
Accounting and Auditing Matters	1	3%	0	1
Others	1	3%	1	0
<b>Total</b>	<b>30</b>		<b>17</b>	<b>13</b>

## Risk management model

Risk management is based on a top-down approach in which the Board of Directors defines the risks to be monitored based on the current strategic plan. The review of these risks, including their risk appetite, is updated annually. The current list is as follows:

- Succession plan
- Talent management
- China
- Digital and POS capabilities
- IT and cybersecurity
- Cash and Debt
- ESG
- Geopolitics and Macroeconomics
- Regulatory compliance
- Relevance of business categories
- Product development and supply

The implementation and monitoring of these risks in the organization is led by the Risk Manager, who reports to the General Auditor. Their responsibilities include the definition of the risk management methodology and its implementation and maintenance, and comprise the following phases:

### 1. Identification

For each risk, a Risk Owner is defined, who together with the Risk Manager, identifies the different risk factors and prioritizes them based on their economic impact and probability. To monitor these factors, risk indicators (KRIs) are established, whose tolerance is linked to the predefined risk appetite.

### 2. Valuation

Once the indicator is defined, the Risk Manager is responsible for collecting and consolidating the information of the risk indicators (KRIs). The result of these indicators is discussed with the Risk Owners and shared and validated in the various risk committees on a quarterly basis, and in which the Risk Manager participates together with the managers in charge of each business area.

### 3. Mitigation plan

High-priority risk factors and high-risk indicators are monitored on a recurring basis in the committees. At this point, the business establishes and implements action plans to mitigate high-level risks.

### 4. Monitoring

On an annual, periodic basis, the Risk Manager shares with the Audit and Compliance Committee and the Board of Directors the global status of risks.



Statistics at the end of 2023:

- 11 Global risks
- 30 Risk Owners
- 194 risk factors
- 269 risk indicators

## Internal Audit

The purpose of the **Puig** Internal Audit area is to provide independent and objective support to the company, as well as to provide consulting services designed to create shareholder value. It helps **Puig** achieve its objectives by providing a systematic and disciplined approach to assessing and improving the effectiveness of governance, risk management and control processes.

In terms of key responsibilities and requirements, Internal Audit objectively evaluates the company's business processes, risks and the effectiveness of its risk management, ensures that the organization complies with applicable laws and regulations, analyzes the effectiveness of the Internal Control system, and makes recommendations on how to improve it.

The General Auditor is tasked with competent oversight of internal audit operations in strict compliance with the Internal Audit Charter and in accordance with the International Standards for Professional Practice (IPPF) of Internal Auditing, and of possessing, along with their team, the necessary professional certifications and qualifications.

Members of the **Puig** Internal Audit team also meet the professional requirements of acquiring certification and hold several which recognized globally such as CIA, CISA, CRMA, RIMS, COSO IC, COSO ERM and GRI. This is the optimal way to demonstrate the knowledge, skills and competencies required to carry out effectively the professional responsibilities deriving from internal audit and risk management activities.

In order to continuously improve our Internal Audit activity and with the support of the **Puig** Board of Directors and Audit and Compliance Committee, in late 2022 the Internal Audit team initiated for the first time an External Quality Assessment conducted by the Institute of Internal Auditors (Instituto de Auditores Internos, IAI) of Spain.

The IAI conducted a quality review process with the following objectives: to evaluate the efficiency and effectiveness of the internal audit activity; identify opportunities and provide ideas and advice to improve the performance of the activity; and determine if the activity is being conducted in accordance with the International Standards for Professional Practice of Internal Auditing.



In November 2023, the **Puig** Internal Auditing function was certified and received the maximum score on all components of the evaluation scorecard, as well as very positive conclusions and confirmation that its activity is being carried out in accordance with the International Standards for Professional Practice of Internal Auditing.

This is a significant achievement that validates and strengthens the Internal Audit function, improves its effectiveness, efficiency, and the implementation of successful practices, and demonstrates the company's commitment to maintaining high standards of governance, risk management and internal control.

## Materiality

In the last quarter of 2022, a complete double materiality analysis was carried out with an external consulting firm. Double materiality is the identification of aspects that influence operational and financial performance (outside-in perspective) and aspects related to the effect of the company's activity on the environment and society (inside-out perspective).

The purpose of this analysis, which is conducted biannually, was to identify those ESG aspects that are relevant to the organization and its surroundings and prioritize these according to their potential impact on the company's ability to create value in the short, medium, and long term.

The following methodology was followed:

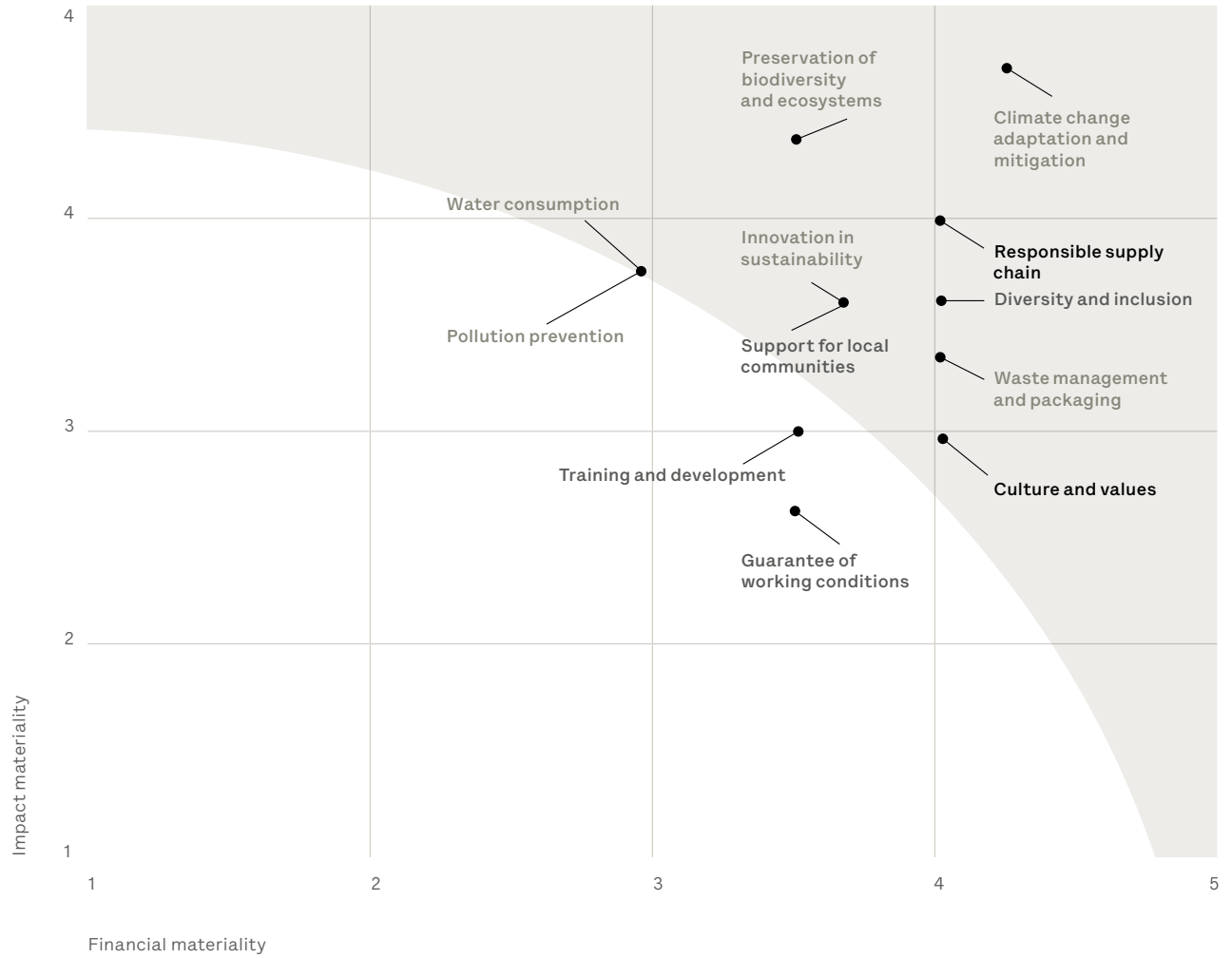
1. Identification of relevant issues in terms of impact and financial effects. This phase involved a review of internal and external sources, as well as interviews and questionnaires to company employees and other stakeholders. Based on this information, an initial list of possible material issues was drawn up, taking into consideration impacts, risks, and opportunities to be assessed at a later stage.
2. Assessment of the relevance of each issue, from two perspectives:
  - Impact: evaluation of the external relevance of the identified issues in scale, scope, remediability, and probability.
  - Financial: evaluation of the internal relevance of the identified issues, in reference to the financial impact, probability of risk, and opportunity.



<sup>89</sup> Detailed table with the objectives and indicators of Puig's 2030 ESG Agenda with its 2023 achievement level on pages 84-85.

3. Analysis of results and conclusions. The evaluations obtained from the material issues were weighted, prioritized, and integrated into a matrix. Subsequently, a group meeting was organized to validate the results under the supervision of the Chief Sustainability Officer, Manuel Puig.
4. Approval by the governing bodies in early 2023.

Each of the themes identified in the double materiality analysis is aligned with the objectives of the **Puig** 2030 ESG Agenda and is addressed via at least one of the 16 programs detailed therein.<sup>89</sup>



- Aspects related to the environmental dimension
- Aspects related to the social dimension
- Aspects related to the governance dimension

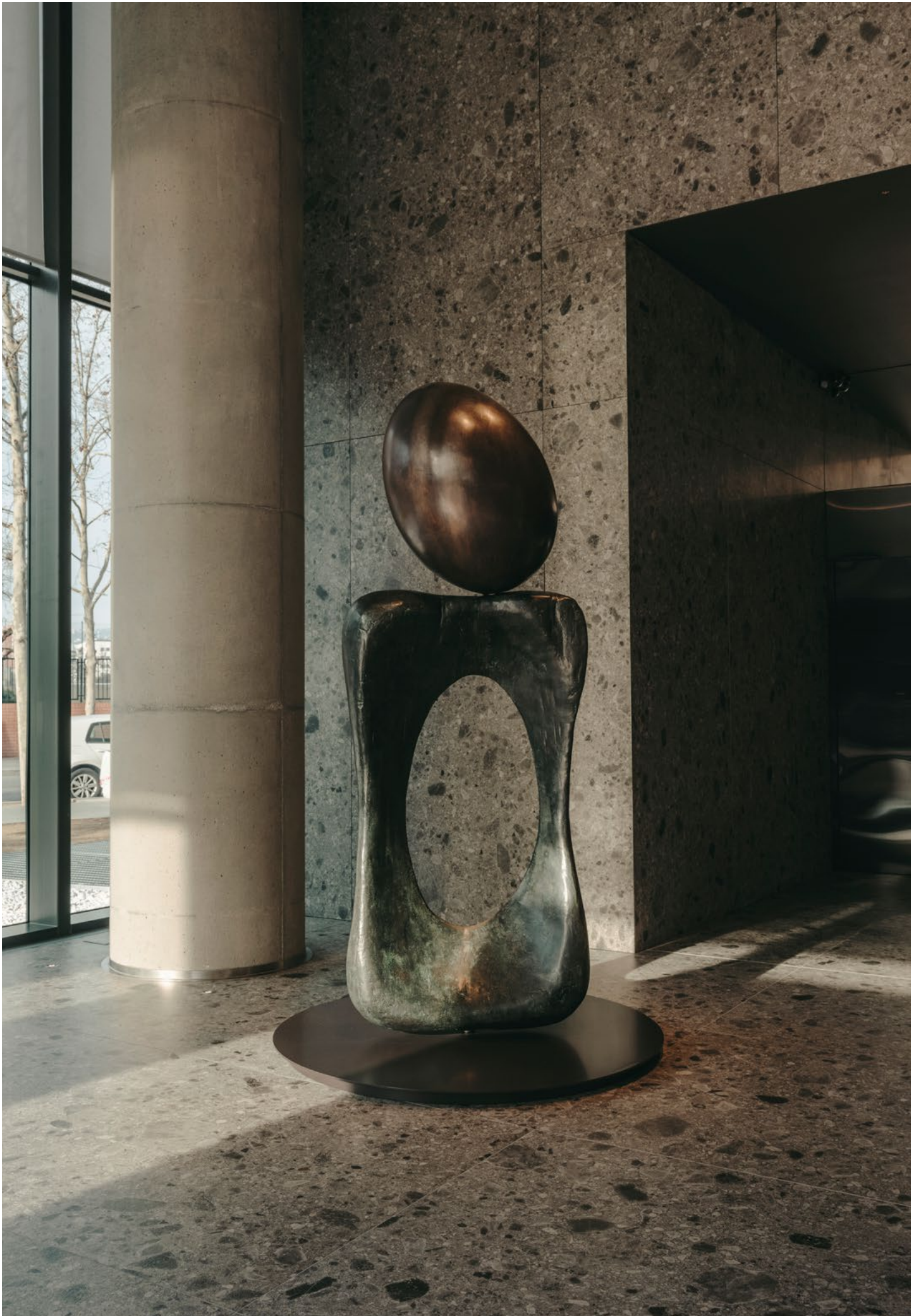


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# Annexes









## Annex 1: Professional experience of the members of the Board of Directors

### **Marc Puig**

Board member since 1999

#### **Academic background:**

Degree in Industrial Engineering (UPC) and MBA (Harvard University).

#### **Professional experience:**

Antonio **Puig** S.A., **Puig** USA Inc., Carolina Herrera, Ltd., **Puig**.

#### **Position in 2023:**

CEO of **Puig** since 2004, Chairman and CEO of **Puig** since 2007.

#### **Other:**

Member of the Boards of Directors of Exea Empresarial and Mango, former Chairman of the Family Business Institute, member of the Board of Círculo de Economía (Barcelona), member of the Harvard Business School European Advisory Board and of the IESE International Advisory Board. Winner in 2015 of the Kellogg Family Business Leadership Award. Inducted into the Hall of Fame of The Fragrance Foundation of America in 2017 and the World Retail Hall of Fame since 2023.

**Manuel Puig**

Board member since 1999

**Academic background:**

Degree in Industrial Engineering (UPC).

**Professional experience:**

Over 35 years at **Puig** (product development and different positions in marketing, responsible for the creation of several international subsidiaries, management of several fashion brands, the creation of what is now the Derma division, and over the last ten years participation in crucial acquisitions for **Puig**). After signing the joint venture with Prada to develop fragrances, he was a member of that company's Board (2002-2006).

**Position in 2023:**

Vice Chairman of **Puig** since 2007, Chief Sustainability Officer of **Puig** since July 2021 until December 2023, and Chairman of the **Puig** Board ESG Committee since July 2021.

**Other:**

Member of the Board of Directors of Exea Empresarial, Isdin, Flamagas and RACC since 2016 and Fluidra and Colonial since 2023, both companies are listed on Ibex 35. Member of the Advisory Board of the Baratta Center for Global Business, McDonough School of Business (Georgetown University) since 2016. Member of the Supervisory Board of Iris Ventures (VC). Active participation in different organizations in the ESG field: member of the Board of Trustees of Company and Climate Foundation, and participation in several internationally recognized task forces on climate.

**Rafael Cerezo**

Board member since 2011

**Academic background:**

Degree in Economics (London School of Economics) and MBA (Columbia University).

**Professional experience:**

The Boston Consulting Group.

**Other:**

Member of the Board of Directors of Isdin, of the Advisory Board of Exea Empresarial and of the Board of Trustees of the Foundation for the Development of Youth.

**Patrick Raji Chalhoub**  
Board member since 2020

<sup>90</sup> Endeavour is the world's leading community for supporting high-impact entrepreneurs.

**Academic background:**  
Degree in Economics and Finance (Ecole Supérieure de Commerce de Paris) and degree in Political Science (Paris Institute of Political Studies).

**Professional experience:**  
Chalhoub Group.

**Position in 2023:**  
CEO of the Chalhoub Group.

**Other:**  
Member of the United Nations Global Compact Council and the local delegation of Endeavor<sup>90</sup> in the UAE, as well as a Member of the Board of the Dubai Chamber of Commerce and Sharjah American University. Awarded the National Order of the Cedar of Lebanon by the French Government, as well as the Knight's Medal of the National Order of Merit and member of the National Order of the Legion of Honor (France).

**Jordi Constans**  
Board member since 2013

**Academic background:**  
Degree in Economics (University of Barcelona), PDG (Programa de Direcció General) General Management Program (IESE) and ADE (Administración y Dirección de Empresas) Business Administration and Management (ESADE).

**Professional experience:**  
Danone, Louis Vuitton.

**Other:**  
Member of the Boards of Directors of Fluidra and Mango.

**Ángeles Garcia-Poveda**  
Board member since 2023

**Academic background:**  
Degree in European Business Studies (ICADE – Pontifical University of Comillas, Madrid and NEOMA, Reims), Business Case Study Program (Harvard University).

**Professional experience:**  
Chair of the Board of Directors of Legrand S.A., Spencer Stuart, Boston Consulting Group (BCG), A.B. Asesores Bursátiles (Madrid).

**Other:**  
Member of the Board of Directors of Edenred S.A., Bridgepoint plc, NOEMA Business School and Institut de la Finance Durable (IFD). Member of the Executive Committee of Medef (Mouvement des Entreprises de France). Member of the Advisory Board of the Climate Governance Initiative (CGI) – World Economic Forum.

**Daniel Lalonde**

Board member since 2019

**Academic background:**

Honors degree in Mathematics (University of Waterloo, Canada) and MBA (INSEAD).

**Professional experience:**

Nespresso, Louis Vuitton, Moët & Chandon/ Dom Perignon, Ralph Lauren and SMCP (Sandro, Maje, Claudie Pierlot).

**Position in 2023:**

CEO and Director at Design Holdings, a global leader in luxury design, since October 2021.

**Other:**

Member of the Board of Directors of Altagamma and Design Holding SPA. Member of the Advisory Board of INSEAD.

**Christine A. Mei**

Board member since 2023

**Academic background:**

Degree in Chemical Engineering (The University of Texas) and MBA (Rice University).

**Professional experience:**

The Cozabe Group, Gathered Foods, Beiersdorf, Royal Philips, Coca-Cola, Dow, Click2Asia.com, Nike, Procter & Gamble.

**Position in 2023:**

Director at The Cozable Group since 2019. Practicing Professor at The University of Texas, Cockrell School of Engineering since August 2023.

**Other:**

Member of the Board of Directors of SKU. Former member of the Boards of Naturally Austin and Gathered Foods and of the Advisory Board of two Startups (Redway International Limited and Asian Urgent Care Development).

**Nicolas Mirzayantz**  
Board member since 2023

**Academic background:**  
Master of Economics (University Panthéon-Assas, Paris, France), International Executive Program (INSEAD) and Executive Program (Singularity University, Palo Alto, US).

**Professional experience:**  
International Flavors & Fragrances, Inc.

**Other:**  
Member of the Board of Directors of Coca-Cola Europacific Partners plc (CCEP). Member of the We Are Family Foundation Board of Governors. Cultural Leader at the World Economic Forum, Davos (2013). Previously served on the boards of directors of the International Fragrance Association (IFRA) and of the Research Institute for Fragrance Materials (RIFM), and was vice Chairman and member of the Industry Advisory Board in the Fashion Institute of Technology (FIT) Master's Program.

**Josep Oliu**  
Board member since 2011

**Academic background:**  
Degree in Economics (University of Barcelona) and PhD in Economics (University of Minnesota).

**Professional experience:**  
Banco Sabadell.

**Other:**  
Chairman of the Board of Directors of Banco Sabadell. Chairman of Exea Empresarial. Member of the Board of Trustees of the Princess of Asturias Foundation and of the Board of Trustees of the Princess of Girona Foundation. Member of FEDEA (*Fundación de Estudios de Economía Aplicada* [Foundation of Applied Economic Studies]).

**Yiannis Petrides**  
Board member since 2011

**Academic background:**  
Degree in Economics and Politics (University of Cambridge) and MBA (Harvard Business School).

**Professional experience:**  
Procter & Gamble, PepsiCo.

**Other:**  
Senior Industry Advisor of Triton Partners Private Equity, Lead Independent Director and Chairman of the Remuneration and Compensation Committee of Mytilineos S.A. Member of the Board of Directors of CYPET. Former Chairman of Refresco BV and Wind Hellas, Vice Chairman of Campofrio Food Group and Chair of its Strategic and Audit Committee.

**Jordi Puig**

Board member since 2020

**Academic background:**

Degree in Economics (University of Barcelona).

**Professional experience:**

PepsiCo, In-Store Media Group, **Puig**, Muji, Luppa Solutions.

**Position in 2023:**

Chairman of Luppa Solutions.

**Other:**

Member of the Boards of Directors of Exea Empresarial and Flamasats, and member of the **Puig** Foundation Boards of Trustees and of the Betània Patmos School. Chairman of the Royal Nautical Club of Barcelona since 2022.

**Marian Puig**

Board member since 2020

**Academic background:**

Degree in Chemical Engineering (Sarrià Chemical Institute, Barcelona) and MBA (IMD Business School, Lausanne).

**Professional experience:**

Chairman and Chief Executive Officer of Paco Rabanne (1991-1996). Co-President of **Puig** and President of Nina Ricci (1996-2002). Chief Executive Officer of Isdin since 2002 and Chairman of the Board of Directors since 2016.

**Other:**

Since 2001, he is a member of the Board of Bank Degroof Petercam Spain, becoming Vice Chairman in 2010, and Chairman of Wealthprivat Management Bank, member of the Board of Andbank Spain. Vice Chairman of the Board of Trustees of the Chemical Institute of Sarria (Instituto Químico de Sarrià, IQS) in Barcelona, former member of the board of the TNC (Teatro Nacional de Catalunya [National Theater of Catalonia]). Member of the Board of Trustees of the Princess of Girona Foundation since 2010. Member of the International Advisory Council of Brookings Institution (Washington) since 2013 and member of Barcelona Global since 2012, becoming Chairman in 2014, and Honorary Chairman since 2016. Member of the Board of Trustees of ESADE since 2021.

**Xavier Puig**

Board member since 2020

**Academic background:**

Degree in Economics and MBA (ESADE, Barcelona).

**Professional experience:**

Sheaffer Eaton Pittsfield, Polyflame France, Casio, Flamasats.

**Position in 2023:**

Chairman of Flamasats since 2002.

**Other:**

Member of the Board of Directors of Exea Empresarial, Chairman of the **Puig** Family Board and of the **Puig** Foundation, and member of the Advisory Board of Banco de Santander in Catalonia (Spain).



## Annex 2: Environmental indicators

### Criteria for calculating the carbon footprint

**Puig** calculates its carbon footprint (scopes 1, 2 and 3) in accordance with the following standards: Accounting and Reporting Standard, GHG Protocol and the UNE-EN-ISO14064 Standard.

The calculation of the carbon footprint covers the entire **Puig** business. When primary data is not available, an estimate is made based on predefined internal indicators for each category in accordance with historical data, our experience in the activity and other economic indicators of the business. In 2023 an in-depth study on the reference emission factors has been conducted. All comparisons of this Report are made against the recalculated data from 2022.

All emission factors used to calculate emissions are based on leading standards (DEFRA Guidelines, EPA, SIMAPRO Equivalent 3, CEDA. V6, etc.) that are updated annually.



Carbon Footprint (tCO<sub>2</sub>e) – Breakdown by scope and category

	2022 <sup>91</sup>		2023		23/22
Categories	GHG Emissions	% Over Total	GHG Emissions	% Over Total	
<b>Scope 1</b>					
Stationary combustion	2,330		2,205		-5%
Mobile combustion	2,889		1,848		-36%
Refrigerants	134		127		-5%
<b>Total scope 1</b>	<b>5,353</b>	<b>0.9%</b>	<b>4,180</b>	<b>0.6%</b>	<b>-22%</b>
<b>Scope 2</b>					
Electricity *	1,310		2,248		72%
Steam and heating	11		21		91%
<b>Total scope 2</b>	<b>1,321</b>	<b>0.2%</b>	<b>2,269</b>	<b>0.3%</b>	<b>72%</b>
<b>Scope 3</b>					
Cat 1 - Purchased goods and services	484,424		512,680		6%
Cat 2 - Capital goods	14,790		22,618		53%
Cat 3 - Fuel-and-energy-related activities	2,485		2,688		8%
Cat 4 - Upstream transportation and distribution	69,383		81,418		17%
Cat 5 - Waste generated in operations	1,208		1,458		21%
Cat 6 - Business travel	8,455		6,901		-18%
Cat 7 - Employee commuting	5,225		6,262		20%
Cat 8 - Upstream leased assets	779		800		3%
Cat 9 - Downstream transportation and distribution	5,990		8,622		44%
Cat 10 - Processing of sold products	0.26		0.50		92%
Cat 11 - Use of sold products	Not relevant		Not relevant		
Cat 12 - End-of-life treatment of sold products	5,474		5,919		8%
Cat 13 - Downstream leased assets	68		70		3%
Cat 14 - Franchises	45		38		-16%
Cat 15 - Investments	7,257		5,984		-18%
<b>Total scope 3</b>	<b>605,583</b>	<b>98.9%</b>	<b>655,458</b>	<b>99.1%</b>	<b>8%</b>
<b>Total Puig</b>	<b>612,257</b>		<b>661,907</b>		<b>8%</b>



(\* page 161) Scope 2 - Electricity: data reported according to the market-based method. Byredo, Kama Ayurveda, Loto del Sur reported with 100% estimated data based on net revenue.

<sup>91</sup> Recalculation

<sup>92</sup> Location-based calculation for 2022 was not reported in the Report for that year and has been calculated for the 2023 report.

Following best practices, **Puig** calculates its scope 2 emissions both based on the location-based method (considering the general energy mix of each country), and the market-based method (specifically considering the mix of each energy marketer with which it is contracted), thus allowing it to know the impact that the purchase of renewable energy has.

### Scope 2 GHG Emissions [tCO<sub>2</sub>e]

	Location-based calculation	Market-based calculation
2022	4,584 <sup>92</sup>	1,321
2023	4,035	2,269

### Evolution and comments to the 2023 footprint

Most categories either increase below business growth or decline. In both cases, this is a good indicator of the positive results of the measures implemented to decrease the ratio of tCO<sub>2</sub>e to net revenue and **Puig** efforts to help curb global warming.

However, we add some comments to specific categories that have a relevant impact:

Scope 1	Mobile combustion	<p>Decrease resulting from:</p> <ul style="list-style-type: none"> <li>Growth of the 100% electric and hybrid vehicle fleet.</li> <li>Higher volume of primary data.</li> </ul>
Scope 3	Cat. 2 – Capital goods	Result of a higher volume of investments in the year.
	Cat. 4 – Upstream transportation and distribution	<ul style="list-style-type: none"> <li>The most impactful increases in this category are due to the convergence of different factors:               <ul style="list-style-type: none"> <li>Relevant increase (+65%) in the road transport footprint in the fragrance business, which represents 57% of the total category, as a result of:                   <ul style="list-style-type: none"> <li>Increase of 21% in miles traveled.</li> <li>Increase of 5% of the weight transported.</li> </ul> </li> <li>Average increase of 16% of reference emission factors (DEFRA) in this category by 2023, mainly those for international and air transport, due to the review of the British government.</li> </ul> </li> <li>Inclusion of well-to-tank emissions.</li> </ul>
	Cat. 9 – Transportation and distribution Inclusion of well-to-tank emissions and emission factor updates downstream	Inclusion of well-to-tank emissions and emission factor updates.

Consumption Table<sup>93</sup>

Consumption*	Unit	2022 <sup>94</sup>	2023	% 23-22
<b>Scope 1</b>				
Natural gas	kWh	7,430,106.8	7,417,647.5	-0.2%
Propane	kWh	1,929,568.4	1,986,587.8	3.0%
Fuel oil	kWh	0.0	0.0	
Diesel	kWh	1,251,953.5	1,096,459.3	-12.4%
Biomass**	kWh	1,288,200.6	1,201,820.0	-6.7%
<b>Total primary energy consumption</b>	<b>kWh</b>	<b>11,899,829.3</b>	<b>11,702,514.6</b>	<b>-1.7%</b>
<b>Scope 2</b>				
Electricity	kWh	24,466,313.6	25,640,152.0	4.8%
Renewable electricity**	kWh	20,373,959.4	20,952,030.0	2.8%
Steam and heating***	kWh	64,626.6	117,211.0	81.4%
<b>Scope 3 – Category 1</b>				
Water	m3	272,476.8	285,042.4	4.6%
Paper	kg	550,039.9	403,493.7	-26.6%
<b>Renewable energy (S1+S2): electricity + biomass</b>	<b>%</b>	<b>59.5%</b>	<b>59.1%</b>	

<sup>93</sup> The verified data presented in the 2022 Report were as follows

Scope 1	Total energy consumption	
	kWh	12,119,827
Scope 2	Electricity	
	kWh	23,088,153
	Steam and heating	
	kWh	64,752
Scope 3	Water	
	m3	258,559
	Paper	
	kg	309,869

<sup>94</sup> Recalculation.

(\*) Consumption 2022 calculated based on 62% of primary data.

(\*\*) Renewable energy calculated on primary data. It has been estimated that there is no renewable energy consumption apart from that calculated with the primary data.

(\*\*\*) Steam and heating is not a significant item at Puig. The increase in 2023 is due to a higher volume of primary data.



## Waste Generation\*

	2022 <sup>95</sup>		2023	
	kg	%	kg	%
Waste (primary data)	3,421,058	92%	3,475,047	92%
Waste (estimated data)	314,437	8%	307,548	8%
<b>Total</b>	<b>3,735,495</b>		<b>3,782,595</b>	
<b>Hazardous waste</b>	<b>401,661</b>		<b>348,583</b>	
<b>Non-hazardous waste</b>	<b>3,019,397</b>		<b>3,126,464</b>	
Paper and cardboard	1,178,969		1,302,752	
Plastic trays	113,263		123,405	
General waste	414,603		345,758	
Sewage sludge	237,540		304,800	
Glass	158,725		130,506	
Plastic	630,270		743,414	
Others**	286,027		175,829	

(\*) Waste data is not comparable year-over-year as the volume of primary data and estimated data varies based on the availability of the first. Estimates made based on internal indicators.

Estimated data from Uriage and the five fashion brands.

The "other" item includes, for example, metallic, organic, biodegradable waste, etc.

In line with the presentation of a new carbon footprint calculation, the waste generation data (necessary to calculate scope 3, category 5) have varied from those presented in the 2022 Report (-14%)<sup>96</sup>.

(\*\*) Includes only Apivita fragrance activity and products sold in Greece.

<sup>95</sup> Recalculation.

<sup>96</sup> The total waste presented in the 2022 Report was 4,355,229.9 kg.

From the 2022 recalculation, the breakdown into hazardous and non-hazardous and the subcategories is only performed based on primary data.

Raw material consumption\*

	Unit	2022	2023
Glass	kg	17,542,391	23,007,346
Paper	kg	8,762,439	9,367,689
Alcohol	Liters	7,017,401	6,472,683
Plastic	kg	5,514,007	3,515,192
Aluminum	kg	88,701	5,563,541
Others**	kg	4,779,669 <sup>97</sup>	201,029

(\*) We consider raw material: natural or artificial substance that is industrially transformed to create a product.

(\*\*) Includes only Apivita fragrance activity and products sold in Greece.

<sup>97</sup> The Others item in 2022 includes 4,733,298 kg of aluminum. As of 2023 it is reported as a separate raw material category.

Consumption of raw materials by third parties for the manufacture of **Puig** products is not included. We plan to incorporate the consumption of raw materials from the fashion business into the 2024 report.



# Annex 3: People management indicators

## Puig employee indicators

Workforce by professional category and gender at the end of the year

	Women		Men		Undeclared/ non-binary		Total	
	2022	2023	2022	2023	2022	2023	2022	2023
Top Executives	81	107	107	111	1	2	189	220
Marketing and sales	1,981	2,316	539	652	16	61	2,536	3,029
Brand Ambassadors	3,092	3,617	647	813	33	19	3,772	4,449
Technical employees	1,406	1,667	744	893	12	43	2,162	2,603
Administrative personnel	103	113	7	22	—	2	110	137
Production	429	388	340	298	—	—	769	686
<b>Total</b>	<b>7,092</b>	<b>8,208</b>	<b>2,384</b>	<b>2,789</b>	<b>62</b>	<b>127</b>	<b>9,538</b>	<b>11,124</b>



## Workforce by type of contract and professional category at the end of the year

2023 Part time							
	Top Executives	Marketing and sales	Brand Ambassadors	Technical personnel	Administrative personnel	Production	
Permanent contract	—	46	863	63	5	60	1,037
Temporary contract	—	8	504	11	2	8	533
<b>Total</b>	<b>—</b>	<b>54</b>	<b>1,367</b>	<b>74</b>	<b>7</b>	<b>68</b>	<b>1,570</b>
2023 Full time							
	Top Executives	Marketing and sales	Brand Ambassadors	Technical personnel	Administrative personnel	Production	
Permanent contract	220	2,721	2,848	2,388	117	600	8,894
Temporary contract	—	254	234	141	13	18	660
<b>Total</b>	<b>220</b>	<b>2,975</b>	<b>3,082</b>	<b>2,529</b>	<b>130</b>	<b>618</b>	<b>9,554</b>
2022 Part time							
	Top Executives	Marketing and sales	Brand Ambassadors	Technical personnel	Administrative personnel	Production	
Permanent contract	—	36	777	57	5	76	951
Temporary contract	—	6	426	6	—	8	446
<b>Total</b>	<b>—</b>	<b>42</b>	<b>1,203</b>	<b>63</b>	<b>5</b>	<b>84</b>	<b>1,397</b>
2022 Full time							
	Top Executives	Marketing and sales	Brand Ambassadors	Technical personnel	Administrative personnel	Production	
Permanent contract	189	2,316	2,462	1,983	101	675	7,726
Temporary contract	—	178	107	116	4	10	415
<b>Total</b>	<b>189</b>	<b>2,494</b>	<b>2,569</b>	<b>2,099</b>	<b>105</b>	<b>685</b>	<b>8,141</b>

We consider part-time: any employee who does not work effectively 100% of the day.



Workforce by type of contract and age at the end of the year

	Part time									
	Women			Men			Undeclared/non-binary			Total
	Permanent contract	Temporary contract	Total	Permanent contract	Temporary contract	Total	Permanent contract	Temporary contract	Total	
< 30	450	337	787	52	28	80	7	3	10	877
30-50	392	86	478	43	11	54	0	2	2	534
> 50 years of age	88	60	148	5	6	11	0	0	0	159
<b>Total</b>	<b>930</b>	<b>483</b>	<b>1,413</b>	<b>100</b>	<b>45</b>	<b>145</b>	<b>7</b>	<b>5</b>	<b>12</b>	<b>1,570</b>

	Full time									
	Women			Men			Undeclared/non-binary			Total
	Permanent contract	Temporary contract	Total	Permanent contract	Temporary contract	Total	Permanent contract	Temporary contract	Total	
< 30	1,757	384	2,141	555	81	636	53	2	55	2,832
30-50	3,682	132	3,814	1,614	29	1,643	55	2	57	5,514
> 50 years of age	815	25	840	360	5	365	3	0	3	1,208
<b>Total</b>	<b>6,254</b>	<b>541</b>	<b>6,795</b>	<b>2,529</b>	<b>115</b>	<b>2,644</b>	<b>111</b>	<b>4</b>	<b>115</b>	<b>9,554</b>



## Workforce at year end

	2022	2023		2022	2023
Argentina	163	175	Macao	11	20
Australia	112	145	Mexico	285	307
Austria	6	6	Netherlands	98	130
Belgium	160	177	Panama	29	—
Brazil	305	337	Peru	115	112
Canada	14	18	Poland	—	10
Chile	236	266	Portugal	65	74
China	402	528	Russian Federation	72	68
Colombia	172	201	Saudi Arabia	123	140
France	1,387	1,591	Singapore	56	63
Germany	183	230	South Korea	2	5
Greece	294	310	Spain	1,821	2,064
Hong Kong	144	157	Sweden	80	72
India	447	565	Switzerland	89	104
Ireland	202	222	Taiwan	33	47
Italy	144	187	UAE	98	130
Japan	25	34	United Kingdom	1,696	2,024
Kuwait	1	—	United States	468	605
			<b>Total</b>	<b>9,538</b>	<b>11,124</b>

Number of dismissals for the year

By gender				
	Women	Men	Undeclared/non-binary	Total
2022	274	88	0	362
2023	270	90	0	360
	-1%	2%		-1%

By age range				
	< 30 years of age	30–50 years of age	> 50 years of age	Total
2022	75	224	63	362
2023	95	220	45	360
	27%	-2%	-29%	-1%

By professional category							
	Top Executives	Marketing and sales	Brand Ambassadors	Technical personnel	Administrative personnel	Production	Total
2022	2	98	176	59	2	25	362
2023	3	111	183	41	9	13	360

The average has been calculated considering the actual time worked during the year (FTE).

Average employee breakdown<sup>98</sup>

2023			
By professional category			
	Permanent	Temporary	Total
Top Executives	217	1	218
Marketing and sales	2,643	189	2,832
Brand Ambassadors	3,090	267	3,357
Technical personnel	2,304	119	2,423
Administrative personnel	121	8	129
Production	635	18	653
<b>Total</b>	<b>9,010</b>	<b>602</b>	<b>9,612</b>

By age range			
	Permanent	Temporary	Total
< 30 years of age	2,269	400	2,669
30 - 50 years of age	5,514	150	5,664
> 50 years of age	1,227	52	1,279
<b>Total</b>	<b>9,010</b>	<b>602</b>	<b>9,612</b>

By gender			
	Permanent	Temporary	Total
Women	6,512	505	7,017
Men	2,429	93	2,522
Undeclared/non-binary	69	4	73
<b>Total</b>	<b>9,010</b>	<b>602</b>	<b>9,612</b>

<sup>98</sup> The average distribution of part-time employees is not available.

2022

By professional category

Top Executives	191
Marketing and sales	2,474
Brand Ambassadors	3,360
Technical personnel	1,969
Administrative personnel	105
Production	745
<b>Total</b>	<b>8,844</b>

By age range

< 30 years of age	2,612
30 - 50 years of age	5,052
> 50 years of age	1,180
<b>Total</b>	<b>8,844</b>

By gender and type of contract

	Permanent	Temporary	Total
Women	5,877	665	6,542
Men	2,172	93	2,265
Undeclared/non-binary	32	5	37
<b>Total</b>	<b>8,081</b>	<b>763</b>	<b>8,844</b>



## Average remunerations (€)

Overall	
2022	49,392
2023	52,041

By gender			
	Women	Men	Undeclared/non-binary
2022	45,118	61,231	68,811
2023	47,969	61,731	94,607

By age range			
	< 30 years of age	30–50 years of age	> 50 years of age
2022	30,222	54,772	68,121
2023	31,949	57,837	74,017

By professional category						
	Top Executives	Marketing and sales	Brand Ambassadors	Technical personnel	Administrative personnel	Production
2022	324,425	67,059	20,570	58,946	50,692	32,793
2023	339,597	69,425	22,091	60,526	51,676	33,949

Calculated considering only the base salary, bonuses and allowances, and only for permanent employees as of December 31.

Average remuneration of directors and managers (€)

	2022 <sup>99</sup>	2023
Women	n/a	484,704
Men	n/a	618,836
Base salary + bonus program	528,856	552,906

<sup>99</sup> Breakdown of information not reported for 2022.

Incentive programs include: variable compensation, payment to long-term retirement savings systems, and any other forms of remuneration.

Salary gap

	2022	2023
Overall	3.4%	2.6%
Top Executives	-1.9%	1.1%
Others	3.5%	2.6%

<sup>100</sup> The HAY system is one of the most widely used job evaluation methods.

<sup>101</sup> The difference in the salary gap of Top Executives between 2022 and 2023 is due to the increase in the number of employees in this range and in the promotion of some of them.

To ensure comparability, the salary gap has been calculated taking into account only the base salary of permanent employees with a HAY level<sup>100, 101</sup>.

Salary gap is calculated using the average salary by gender of each HAY level of the organization, applying the formula  $1 - (\text{women's salary} / \text{men's salary})$  and subsequently weighting it by the weight of each level.

Maternity and paternity leave

	2022	2023
Maternity	179	268
Paternity	46	51

Number of disabled people at the end of the year<sup>102</sup>

	2022	2023
Women	39	144
Men	10	22
Undeclared/non-binary	0	0

<sup>102</sup> Unlike the previous year, data is included for all Puig business units.

Number of hours of absenteeism (in those centers with attendance control)<sup>103</sup>

	Total contracted hours	Total hours lost	% <sup>104</sup>
2022	3,201,324	61,142	1.9%
2023 <sup>105</sup>	17,313,117	697,946	4.0%

<sup>103</sup> Included under this item: accidents at work, occupational disease, sick leave, medical visits, maternity and paternity leave, other leave (including union hours).

<sup>104</sup> Percentage of hours lost over total hours contracted.

<sup>105</sup> Unlike the previous year, data is included for all Puig business units.



## Health and safety indicators<sup>106</sup>

### Number of accidents

	Resulting in leave				Not resulting in leave			
	Women	Men	Undeclared /non-binary	Total	Women	Men	Undeclared /non-binary	Total
2022	n/a	n/a	n/a	55	n/a	n/a	n/a	120
2023	52	11	0	63	77	18	0	95
23/22				15%				-21%

### Work accident frequency rate (FR)

	Women	Men	Undeclared/non-binary	Total
2022	4.28	3.24	n/a	4.02
2023	4.24	2.42	0.00	3.71
23/22	-1%	-25%		-8%

No. of work accidents resulting in medical leave \* 1,000,000/Total no. of hours worked

### Severity index (SI)

	Women	Men	Undeclared/non-binary	Total
2022	0.08	0.26	n/a	0.13
2023	0.08	0.10	0.00	0.09
23/22	-- %	-61%		-33%

No. of days lost due to work accidents \* 1,000/Total no. of hours worked

### Occupational illnesses

	Women	Men	Undeclared/non-binary	Total
2022	1	1	n/a	2
2023	3	0	0	3
23/22	200%	-100%		50%

<sup>106</sup> Data for 2022 excluding Byredo, Kama Ayurveda and Loto del Sur.



## Annex 4: ISO standards Certifications available at **Puig**

Certification	Unit
ISO 9001:2015 Quality Management	<ul style="list-style-type: none"><li>• <b>Puig</b> Tower-T1 (Spain)</li><li>• Champs-Élysées (France)</li><li>• Alcalá de Henares Plant (Spain)</li><li>• Vacarisses Plant (Spain)</li><li>• Chartres Plant (France)</li></ul>
ISO 14001:2015 Environmental Management	<ul style="list-style-type: none"><li>• <b>Puig</b> Tower-T1 (Spain)</li><li>• Champs-Élysées (France)</li><li>• Alcalá de Henares Plant (Spain)</li><li>• Vacarisses Plant (Spain)</li><li>• Chartres Plant (France)</li></ul>
ISO 45001:2018 Occupational Health and Safety	<ul style="list-style-type: none"><li>• <b>Puig</b> Tower-T1 (Spain)</li><li>• Champs-Élysées (France)</li><li>• Alcalá de Henares Plant (Spain)</li><li>• Vacarisses Plant (Spain)</li><li>• Chartres Plant (France)</li></ul>
ISO 22716: 2008 Cosmetics – Good Manufacturing Practices	<ul style="list-style-type: none"><li>• Alcalá de Henares Plant (Spain)</li><li>• Vacarisses Plant (Spain)</li><li>• Chartres Plant (France)</li><li>• Ehirolles and Uriage-les-Bains Plant (France)</li><li>• Markopoulo Plant (Greece)</li><li>• Coimbatore Plant (India)</li></ul>

# Annex 5: International Reference Standards Index of content required by law 11/2018

## General issues

Areas	Reporting Framework	Section in the report	Comments/reason for omission
Brief description of the group's business model (business environment)	GRI 2-1 Organizational details GRI 2-6 Activities, value chain and other business relationships	02. Company profile • A home of Love Brands	
Organization and structure	GRI 2-2 Entities included in the organization's sustainability reporting GRI 2-6 Activities, value chain and other business relationships GRI 2-9 Governance structure and composition	02. Company profile • A home of Love Brands • Corporate governance 05. Annex 1: Professional experience of the members of the Board of Directors 07. Reporting Framework	
Markets in which it operates	GRI 2-1 Organizational details GRI 2-6 Activities, value chain and other business relationships	02. Company profile • A home of Love Brands: Geographical presence 03. Performance • Business segments • Geographical segments • Channels	
Objectives and strategies	GRI 2-23 Policy commitments	02. Company profile • Business context 04. Commitment to sustainability • 2030 ESG Agenda	
Main factors and trends that could affect the company's future progress	GRI 3-3 Management of material topics	02. Company profile • Business context	
Reporting Framework used	Selected GRI Standards GRI 2-3 Reporting period, frequency and contact point GRI 2-5 External verification	07. Reporting Framework 08. Verification report	
Materiality analysis	GRI 3-1 Process to determine material topics GRI 3-2 List of material topics	04. Commitment to sustainability • Governance: Materiality	



Areas	Reporting Framework	Section in the report	Comments/reason for omission
<b>Management approach</b>			
Policies and their results	GRI 2-23 Policy commitments GRI 2-24 Embedding policy commitments	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• 2030 ESG Agenda</li> <li>• Social: People at <b>Puig</b></li> <li>• Governance</li> </ul>	
Risks and their management	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Governance: Materiality</li> </ul>	
Current and foreseeable effects of the company's activities on the environment and, where appropriate, on health and safety	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• 2030 ESG Agenda</li> <li>• Environmental: The path to net zero and the contribution to 1.5 °C</li> </ul>	
Environmental assessment or certification procedures	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Environmental: Responsible supplier management</li> <li>• Environment: Efficiency</li> </ul> 05. Annex 4: ISO standards	
Resources dedicated to the prevention of environmental risks	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• 2030 ESG Agenda</li> <li>• Governance: Materiality</li> </ul>	
Application of the precautionary principle	GRI 2-23 Policy commitments	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• 2030 ESG Agenda</li> </ul>	
Provisions and insurance for environmental risks	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Environmental: Efficiency</li> <li>• Governance: Risk management model</li> </ul>	
Pollution Measures to prevent, reduce or repair carbon emissions (taking into account any form of air pollution specific to an activity, including noise and light pollution)	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• 2030 ESG Agenda</li> <li>• Environmental: The path to net zero and the contribution to 1.5 °C</li> <li>• Environmental: Circularity</li> <li>• Environmental: Efficiency</li> </ul>	Noise and light pollution is not material due to the type of activity and location of <b>Puig's</b> factories.

Areas	Reporting Framework	Section in the report	Comments/reason for omission
<b>Circular economy and waste prevention and management</b>			
Measures to prevent, recycle and reuse waste, and other methods for waste recovery or disposal	GRI 3-3 Management of material topics GRI 306-3 (2020) Waste generated	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Environmental: Responsible and sustainable products</li> <li>• Environmental: Circularity</li> </ul>	
Actions to combat food waste	GRI 3-3 Management of material topics		Not material due to the type of activity carried out by <b>Puig</b>
<b>Sustainable use of resources</b>			
Water consumption and water supply according to local constraints	GRI 3-3 Management of material topics GRI 303-3 Water withdrawal	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Environmental: Efficiency</li> </ul> 05. Annex 2: Environmental indicators	
Consumption of raw materials, and measures adopted for a more efficient use of them	GRI 3-3 Management of material topics GRI 301-1 Materials used by weight or volume	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Environmental: Responsible and sustainable products</li> <li>• Environmental: Circularity</li> <li>• Governance: Materiality</li> </ul> 05. Annex 2: Environmental indicators	
Direct and indirect consumption of energy	GRI 302-1 Energy consumption within the organization	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Environmental: Efficiency</li> </ul> 05. Annex 2: Environmental indicators	
Measures taken to improve energy efficiency	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Environmental: Efficiency</li> </ul>	
Use of renewable energy	GRI 302-1 Energy consumption within the organization	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Environmental: Efficiency</li> </ul> 05. Annex 2: Environmental indicators	



Areas	Reporting Framework	Section in the report	Comments/reason for omission
<b>Climate change</b>			
Important elements of the greenhouse gas emissions generated by the company's activities, including the use of the goods and services it produces	GRI 305-1 Direct (Scope 1) GHG emissions GRI 305-2 Energy indirect (Scope 2) GHG emissions GRI 305-3 Other indirect GHG emissions (scope 3)	04. Commitment to sustainability <ul style="list-style-type: none"> <li>Environmental: The path to net zero and the contribution to 1.5°C</li> </ul> 05. Annex 2: Environmental indicators	
Measures taken to adapt to the consequences of climate change	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>2030 ESG Agenda</li> </ul>	
Voluntary medium-and-long-term reduction targets to reduce GHG emissions, and the means put in place to that end	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>2030 ESG Agenda</li> </ul>	
<b>Protection of biodiversity</b>			
Measures taken to preserve or restore biodiversity	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>2030 ESG Agenda</li> <li>Environmental: Nature and Biodiversity</li> </ul>	
Impact caused by the company's activities or operations in protected areas			Not material due to the location of the <b>Puig</b> centers
<b>Employment</b>			
Total number and breakdown of employees by gender, age, country and professional category	GRI 2-7 Employees GRI 405-1 Diversity of governance bodies and employees	04. Commitment to sustainability <ul style="list-style-type: none"> <li>Social: People at <b>Puig</b></li> </ul> 05. Annex 3: People management indicators <ul style="list-style-type: none"> <li><b>Puig</b> employee indicators</li> </ul>	
Total number and breakdown of the different types of employment contract	GRI 2-7 Employees	04. Commitment to sustainability <ul style="list-style-type: none"> <li>Social: People at <b>Puig</b></li> </ul> 05. Annex 3: People management indicators <ul style="list-style-type: none"> <li><b>Puig</b> employee indicators</li> </ul>	
Annual average of permanent, temporary and part-time contracts by gender, age, and professional category	GRI 2-7 Employees Internal criterion	05. Annex 3: People management indicators <ul style="list-style-type: none"> <li><b>Puig</b> employee indicators</li> </ul>	

Areas	Reporting Framework	Section in the report	Comments/reason for omission
Number of dismissals by gender, age, and job category	GRI 401-1 New employee hires and employee turnover	05. Annex 3: People management indicators <ul style="list-style-type: none"> <li>• <b>Puig</b> employee indicators</li> </ul>	
Average remuneration by gender, age and professional category or equivalent value	Internal criterion	05. Annex 3: People management indicators <ul style="list-style-type: none"> <li>• <b>Puig</b> employee indicators</li> </ul>	
Salary gap	Internal criterion	05. Annex 3: People management indicators <ul style="list-style-type: none"> <li>• <b>Puig</b> employee indicators</li> </ul>	
Average remuneration of directors and top executives by gender (including variable remuneration, allowances, compensation, payments to long-term savings schemes, and any other forms of remuneration)	Internal criterion	05. Annex 3: People management indicators <ul style="list-style-type: none"> <li>• <b>Puig</b> employee indicators</li> </ul>	
Implementation of disconnection-from-work policies	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Social: People at <b>Puig</b> Organization of working hours and work-life balance</li> </ul>	
Employees with disabilities	GRI 405-1 Diversity of governance bodies and employees	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Social: People at <b>Puig</b> Equality, diversity and inclusions</li> </ul> 05. Annex 3: People management indicators <ul style="list-style-type: none"> <li>• <b>Puig</b> employee indicators</li> </ul>	
Organization of work			
Organization of working hours	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Social: People at <b>Puig</b> Organization of working hours and work-life balance</li> </ul>	
Number of hours of absence	Internal criterion	05. Annex 3: People management indicators <ul style="list-style-type: none"> <li>• <b>Puig</b> employee indicators</li> </ul>	
Measures designed to facilitate work-life balance and encourage joint responsibility by both parents	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Social: People at <b>Puig</b> Organization of working hours and work-life balance</li> </ul>	



Areas	Reporting Framework	Section in the report	Comments/reason for omission
<b>Health and safety</b>			
Health and safety conditions at the workplace	GRI 403-1 Occupational health and safety management system	04. Commitment to sustainability <ul style="list-style-type: none"> <li>Social: People at Puig – Health and safety</li> </ul>	
Workplace accidents, particularly in terms of frequency and severity, as well as occupational illnesses; broken down by gender.	GRI 403-9 Work-related injuries FR = No. of work accidents resulting in medical leave * 1,000,000 / Total no. of hours worked SI = No. of days lost due to work accidents * 1,000 / Total no. of hours worked	05. Annex 3: People management indicators <ul style="list-style-type: none"> <li>Health and safety indicators</li> </ul>	
<b>Social relations</b>			
Organization of social dialogue (including procedures to inform and consult the staff and bargain with them)	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>Social: People at Puig – Social relations and dialogue</li> </ul>	
Percentage of employees covered by a collective bargaining agreement, by country	GRI 2-30 Collective bargaining agreements	04. Commitment to sustainability <ul style="list-style-type: none"> <li>Social: People at Puig – Social relations and dialogue</li> </ul>	
Result of collective bargaining agreements, especially in health and safety at the workplace	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>Social: People at Puig – Health and safety</li> <li>Social: People at Puig – Social relations and dialogue</li> </ul>	
Mechanisms and procedures that the company has in place to promote the involvement of workers in the management of the company, in terms of information, consultation and participation.	GRI 2-29 Approach to stakeholder engagement	04. Commitment to sustainability <ul style="list-style-type: none"> <li>Social: People at Puig – Health and safety</li> <li>Social: People at Puig – Social relations and dialogue</li> </ul>	
<b>Training</b>			
Training policies implemented	GRI 404-2 Programs for upgrading employee skills and transition assistance programs.	04. Commitment to sustainability <ul style="list-style-type: none"> <li>Social: People at Puig – Training</li> </ul>	
Total number of hours of training by job category.	Internal criterion	04. Commitment to sustainability <ul style="list-style-type: none"> <li>Social: People at Puig – Training</li> </ul>	



Areas	Reporting Framework	Section in the report	Comments/reason for omission
Universal accessibility for people with disabilities	GRI 3-3 Management of material topics	04. Commitment to sustainability • Social: People at <b>Puig</b> – Equality, diversity and inclusion	
<b>Equality</b>			
Measures taken to promote equal opportunities and treatment between men and women	GRI 3-3 Management of material topics	04. Commitment to sustainability • Social: People at <b>Puig</b> – Equality, diversity and inclusion	
Equality plans, measures adopted to promote employment, protocols against sexual and gender-based harassment	GRI 3-3 Management of material topics GRI 2-23 Policy commitments	04. Commitment to sustainability • Social: People at <b>Puig</b>  04. Commitment to sustainability • Social: People at <b>Puig</b> – Equality, diversity and inclusion	
Integration and universal accessibility for people with disabilities	GRI 3-3 Management of material topics	04. Commitment to sustainability • Social: People at <b>Puig</b> – Equality, diversity and inclusion	
Policy against all types of discrimination and, where applicable, on diversity management	GRI 3-3 Management of material topics GRI 2-23 Policy commitments	04. Commitment to sustainability • Social: People at <b>Puig</b> – Equality, diversity and inclusion	



Information on respect for human rights

Areas	Reporting Framework	Section in the report	Comments/reason for omission
Implementation of due diligence procedures for human rights	GRI 2-26 Mechanisms for seeking advice and raising concerns GRI 3-3 Management of material topics	04. Commitment to sustainability • Governance: Human rights management	
Prevention of human right violations and, if applicable, measures to mitigate, manage and remedy such violations	GRI 3-3 Management of material topics GRI 2-23 Policy commitments	04. Commitment to sustainability • Governance: Human rights management	
Reports of human rights violations	Internal criterion	04. Commitment to sustainability • Governance: Human rights management  04. Commitment to sustainability • Governance: Compliance	
Promotion of and compliance with the International Labour Organization's standards on the respect of freedom of association and the right to collective bargaining	GRI 3-3 Management of material topics GRI 2-23 Policy commitments	04. Commitment to sustainability • Governance: Human rights management	
Elimination of discrimination with respect to employment and occupation	GRI 3-3 Management of material topics GRI 2-23 Policy commitments	04. Commitment to sustainability • Social: People at Puig – Equality, diversity and inclusion  04. Commitment to sustainability • Governance: Human rights management	
Elimination of forced or compulsory labor	GRI 3-3 Management of material topics GRI 2-23 Policy commitments	04. Commitment to sustainability • Governance: Human rights management	
Effective abolition of child labor	GRI 3-3 Management of material topics GRI 2-23 Policy commitments	04. Commitment to sustainability • Governance: Human rights management	

Information on the fight against corruption and bribery

Areas	Reporting Framework	Section in the report	Comments/reason for omission
Measures taken to prevent corruption and bribery	GRI 2-25 Processes to remediate negative impacts GRI 2-23 Policy commitments GRI 2-26 Mechanisms for seeking advice and raising concerns	04. Commitment to sustainability • Governance: Compliance	
Anti-money laundering measures	GRI 2-25 Processes to remediate negative impacts GRI 2-23 Policy commitments	04. Commitment to sustainability • Governance: Compliance	
Contributions to foundations and non-profit organizations	GRI 201-1 Direct economic value generated and distributed	04. Commitment to sustainability • Social: Actions to maximize our impact	

Information about the company

Areas	Reporting Framework	Section in the report	Comments/reason for omission
Company's commitment to sustainable development			
Impact of the company's activities on local development and employment	GRI 3-3 Management of material topics	04. Commitment to sustainability • Social: Actions to maximize our impact	
Impact of the company's activities on local communities and the surroundings	GRI 3-3 Management of material topics	04. Commitment to sustainability • Social: Actions to maximize our impact	
Relationships with local community players and methods of dialogue with them	GRI 3-3 Management of material topics	04. Commitment to sustainability • Social: Actions to maximize our impact	
Partnership or sponsorship actions	GRI 3-3 Management of material topics Internal criterion	04. Commitment to sustainability • Governance: Fiscal commitment	



Areas	Reporting Framework	Section in the report	Comments/reason for omission
<b>Subcontracting and suppliers</b>			
Inclusion of social, gender equality and environmental aspects in the purchasing policy	GRI 2-6 Activities, value chain and other business relationships GRI 2-24 Embedding policy commitments	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• 2030 ESG Agenda</li> <li>• Environmental: Responsible supplier management</li> </ul>	
Consideration of suppliers' and subcontractors' social and environmental responsibility in relationships with them	GRI 2-6 Activities, value chain and other business relationships GRI 2-24 Embedding policy commitments	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• 2030 ESG Agenda</li> <li>• Environmental: Responsible supplier management</li> </ul>	
Supervision systems and audits and their outcomes	GRI 3-3 Management of material topics Internal criterion	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Environmental: Responsible supplier management</li> </ul>	
<b>Consumers</b>			
Consumer health and safety measures	GRI 3-3 Management of material topics	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Social : Relationship with our consumers</li> </ul>	
Claims systems, complaints received and their resolution	GRI 2-16 Communication of critical concerns GRI 2-25 Processes to remediate negative impacts Internal criterion	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Social : Relationship with our consumers</li> </ul>	
<b>Tax information</b>			
Profit by country	GRI 207-4 Country-by-country reporting	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Governance: Fiscal commitment</li> </ul>	
Corporate tax paid	GRI 207-4 Country-by-country reporting	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Governance: Fiscal commitment</li> </ul>	
Public subsidies received	GRI 201-4 Financial assistance received from the government	04. Commitment to sustainability <ul style="list-style-type: none"> <li>• Governance: Fiscal commitment</li> </ul>	

# SASB reference table

Sustainability disclosure  
issues and accounting parameters

Accounting parameter	Category	Unit of measurement	SASB code	Close 2023	Perimeter (Puig business segments)
<b>Water management</b>					
Total water extracted	Quantitative	Thousand cubic meters (m <sup>3</sup> ), percentage (%)	CG-HP-140a.1	97,398.02	Factories* *Excludes Kama
Total water consumed	Quantitative	Thousand cubic meters (m <sup>3</sup> ), percentage (%)	CG-HP-140a.1	54,888.16	Factories* *Excludes Kama
% of each in regions with high or extremely high baseline water stress	Quantitative	Thousand cubic meters (m <sup>3</sup> ), percentage (%)	CG-HP-140a.1	34%	Factories* *Excludes Kama
Description of water management risks and analysis of strategies and practices to mitigate them	Discussion and analysis	n/a	CG-HP-140a.2	Discussion available *Puig Report 2023. 04. Commitment to sustainability; Environment; Efficiency Puig responses to CDP Water 2023	<b>Puig</b>
<b>Product performance in terms of the environment, health and safety</b>					
Revenue of products containing substances of extreme concern (SEP) according to the REACH regulation	Quantitative	Quantitative	CG-HP-250a.1	0	Fragrances
Analysis of the process of identifying and managing new materials and chemicals of interest	Discussion and analysis	n/a	CG-HP-250a.3	Discussion available *Puig Report 2023. 04. Commitment to sustainability; Environmental; Responsible and Sustainable Products	<b>Puig</b>
Revenue from products designed according to the principles of green or sustainable chemistry	Quantitative	Currency to communicate	CG-HP-250a.4	<b>Puig</b> does not report this metric	



Accounting parameter	Category	Unit of measurement	SASB code	Close 2023	Perimeter (Puig business segments)
<b>Packaging lifecycle management</b>					
Total weight of packages	Quantitative	Metric tons (t), percent (%)	CG-HP-410a.1	38,203.21 t	Fragrances *Excludes Byredo
% made from recycled or renewable materials	Quantitative	Metric tons (t), percent (%)	CG-HP-410a.1	10.20%	Fragrances *Does not include Byredo and only considers PCR used in manufacturing
% recyclable, reusable or compostable	Quantitative	Metric tons (t), percent (%)	CG-HP-410a.1	<b>Puig</b> does not report this metric	
Analysis of strategies to reduce the environmental impact of packaging throughout its lifecycle	Discussion and analysis	n/a	CG-HP-410a.2	Discussion available * <b>Puig</b> Report 2023. 04. Commitment to sustainability; Environmental; Responsible and Sustainable Products/ Circularity	<b>Puig</b>
<b>Environmental and social impacts of palm oil supply chain</b>					
Amount of palm oil obtained, percentage certified through the supply chains of the Roundtable on Sustainable Palm Oil (RSPO) as: a) Identity preserved, b) Segregation, c) Mass balance, or d) Registration and Claim	Quantitative	Metric tons (t), percent (%)	CG-HP-410a.1	(c) 99% RSPO Mass balance or higher	Fragrances and Apivita *Direct purchases for Apivita and third parties for Fragrances

Activity parameters

Activity parameter	Category	Unit of measurement	SASB code	Close 2023	Perimeter (Puig business segments)
Product units sold, total weight of products sold	Quantitative	Number, metric tons (t)	CG-HP-000.A	<b>Puig</b> does not report this metric	
Number of manufacturing facilities	Quantitative	Number	CG-HP-000.B	Seven production plants	<b>Puig</b>

# TCFD reference table

TCFD recommendation	Reference answers
<b>Governance</b>	
Describes oversight by the Climate Risks and Opportunities Council	<b>Puig</b> response to the CDP Climate 2023, pp. 3-4
Describes management’s role in assessing and managing cli-mate risks and opportunities	<b>Puig</b> response to the CDP Climate 2023, pp. 4-11
<b>Strategy</b>	
Describes climate risks and opportunities that the organization has identified in the short, medium and long term.	<b>Puig</b> response to the CDP Climate 2023, pp. 12-23
Describes the impact of climate risks and opportunities on the organization’s business, strategy, and financial planning.	<b>Puig</b> response to the CDP Climate 2023, pp. 13-23
Describes the resilience of the organization’s strategy, taking into account different climate scenarios, including a scenario of 2°C or lower.	<b>Puig</b> response to the CDP Climate 2023, pp. 23-28
<b>Risk management</b>	
Describes the organization’s processes for identifying and assessing climate risks.	<b>Puig</b> response to the CDP Climate 2023, pp. 14-15
Describes the organization’s processes for managing climate risks.	<b>Puig</b> response to the CDP Climate 2023, pp. 14-20
Describes how processes for identifying, evaluating, and managing climate risks are integrated into the organization’s overall risk management.	<b>Puig</b> response to the CDP Climate 2023, pp. 4-14
<b>Metrics and objectives</b>	
Reports metrics used by the organization to assess climate risks and opportunities in line with its risk management strategy and process.	<b>Puig</b> response to the CDP Climate 2023, pp. 14-20
Reports Scope 1, Scope 2 and, if applicable, Scope 3 greenhouse gas (GHG) emissions and related risks.	<b>Puig</b> Report 2023, Appendix 2 Environmental Indicators, pp. 160 <b>Puig</b> response to the CDP Climate 2023, pp. 50-57
Describes the objectives used by the organization to manage climate risks and opportunities and performance against objectives.	<b>Puig</b> Report 2023, 2030 ESG Agenda section, pp. 83 <b>Puig</b> response to the CDP Climate 2023, pp. 28-42



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# Global Compact Content







	Principles of the united nations global compact	Chapter in this report
01	Businesses should support and respect the protection of internationally proclaimed human rights, within their sphere of influence.	04. Commitment to sustainability • Governance •• Human rights management
02	Businesses must ensure that their businesses are not complicit in human rights infringement.	04. Commitment to sustainability • Governance •• Human rights management
03	Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	04. Commitment to sustainability • Social •• People at <b>Puig</b>
04	Businesses should uphold the elimination of all forms of forced and compulsory labor.	04. Commitment to sustainability • Social •• People at <b>Puig</b>
05	Businesses should uphold the effective abolition of child labor.	04. Commitment to sustainability • Governance •• Human rights management
06	Businesses should uphold the elimination of discrimination in respect of employment and occupation.	04. Commitment to sustainability • Social •• People at <b>Puig</b>
07	Businesses should support a precautionary approach to environmental challenges.	04. Commitment to sustainability • Environmental
08	Businesses should undertake initiatives to promote greater environmental responsibility.	04. Commitment to sustainability • Environmental 04. Commitment to sustainability • Social •• Actions to maximize impact
09	Businesses should encourage the development and diffusion of environmentally friendly technologies.	04. Commitment to sustainability • Environmental
10	Businesses should work against corruption in all its forms, including extortion and bribery.	04. Commitment to sustainability • Governance •• Compliance



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PUIG

# Report Framework





<sup>107</sup> European Financial Reporting Advisory Group.

<sup>108</sup> Sustainability Accounting Standards Board.

This Report corresponds to the requirements of Law 11/2018, of December 28, which modifies the Commercial Code, the consolidated text of the Law on Capital Companies approved by Royal Legislative Decree 1/2010, of July 2, and Law 22/2015, of July 20, on Account Auditing, in matters of non-financial information and diversity. Its preparation has taken into account the guidelines on non-financial reporting of the European Commission (2017/C 215/01) derived from Directive 2014/95/EU and what is established by the Global Reporting Initiative (GRI) standards (option: selected GRIs).

The data contained in this Report correspond to **Puig Brands, S.A.** (formerly Jorba Perfumes, S.A. and whose corporate name change was adopted on March 20, 2023) and its subsidiaries (hereinafter, **Puig**). Wherever information is included which is outside this scope this is duly specified.

As required by Law 11/2018, this Report for the financial year 2023, from January 1 to December 31, provides information on issues related to human rights and the fight against corruption and bribery, environmental and social issues, and issues related to personnel that are relevant for **Puig** in the execution of its activities and in those locations in which it operates, following the criteria of materiality, relevance, comparability and reliability.

This Report constitutes the Statement of Non-Financial Information that sets out current regulations and forms part of the Consolidated Management Report that is presented with the consolidated annual accounts of **Puig**. This Report is publicly available and can be consulted on the corporate website [www.puig.com](http://www.puig.com).

At the end of 2022, **Puig** carried out a materiality analysis, in keeping with the requirements of Law 11/2018, taking into account both the perspective of impact according to the external opinion of the main stakeholders and the internal opinion of **Puig**, as well as the financial perspective of the impacts directly caused by the Group. As shown in section 4, the preparation process has been conducted according to the Global Reporting Initiative (GRI), EFRAG<sup>107</sup> and SASB<sup>108</sup> international standards.

The data required by the aforementioned Law 11/2018 contained in this Report has been duly verified by an external body. In addition, this document includes data that **Puig** presents voluntarily to add more context and additional information to the content, and which does not require verification.

For general queries about this document, our various stakeholders may contact the Global Corporate Communications department at Plaza Europa, 46-48. 08902, L'Hospitalet de Llobregat, Barcelona, or send an email to [press@puig.com](mailto:press@puig.com).



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PUIG

# Verification report



## INDEPENDENT LIMITED ASSURANCE REPORT ON THE CONSOLIDATED NON-FINANCIAL INFORMATION STATEMENT

Translation of a report originally issued in Spanish. In the event of discrepancy, the Spanish-language version prevails.

To the shareholders of PUIG BRANDS, S.A.:

Pursuant to Article 49 of the Code of Commerce we have performed a verification, with a limited assurance scope, of the accompanying Consolidated Non-Financial Information Statement (hereinafter NFS) for the year ended December 31, 2023, of PUIG BRANDS, S.A. and subsidiaries (hereinafter the Group) that forms part of the Management Report of the Group.

The content of the NFS includes additional information to that required by prevailing mercantile regulations in relation to non-financial information that has not been subject to our verification. In this regard, our assignment has been exclusively limited to the verification of the information shown in Annex 5. "Index of Contents required by the Law 11/2018" included in the accompanying NFS.

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### Responsibility of the Board of Directors

The preparation of the NFS included in the Management Report of the Group, and its content, is the responsibility of the Board of Directors of PUIG BRANDS, S.A. The NFS has been prepared in accordance with the content required by current mercantile regulations and in conformity with the criteria outlined in the selected *Sustainability Reporting Standards of Global Reporting Initiative (GRI standards)*, as well as other criteria described in accordance with that indicated for each subject in Annex 5. "Index of Contents required by the Law 11/2018" of the mentioned NFS.

The Board of Directors are also responsible for the design, implementation and maintenance of such internal control as they determine as necessary to enable the preparation of an NFS that is free from material misstatement, whether due to fraud or error.

They are further responsible for defining, implementing, adapting and maintaining the management systems from which the information necessary for the preparation of the NFS is obtained.

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### Our independence and quality management

We have complied with independence and other ethical requirements of the International Code of Ethics for Accounting Professionals (including international independence standards) issued by the International Ethics Standards Board for Accountants (IESBA), which is based on the fundamental principles of integrity, objectivity, professional competence and due care, confidentiality, and professional behavior.

Our Firm applies International Standard on Quality Management 1 (ISQM 1), which requires us to design, implement and operate a system of quality management including policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

The engagement team consisted of experts in the review of non-financial information and, specifically, information on economic, social, and environmental performance.

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## Our responsibility

Our responsibility is to express our conclusions in an independent limited assurance report based on the work performed. Our review has been performed in accordance with the requirements established in the current International Standard on Assurance Engagements 3000 “Assurance Engagements Other than Audits or Reviews of Historical Financial Information” (ISAE 3000 Revised) issued by the International Auditing and Assurance Standards Board (IAASB) of the International Federation of Accountants (IFAC) and the guidelines for verifying Non-Financial Statement, issued by the Spanish Institute of Chartered Accountants (ICJCE).

The procedures performed in a limited assurance engagement vary in nature and timing from, and are less in extent than for a reasonable assurance engagement. Consequently, the level of assurance obtained is substantially lower.

Our work consisted in making enquiries of Management and the various Group units participating in the preparation of the NFS, reviewing the process for gathering and validating the information included in the NFS, and applying certain analytical procedures and selective tests by means of sampling as described below:

- ▶ Meetings with Group personnel to obtain an understanding of the business model, policies and management approaches applied, the main risks related to these matters and obtain the necessary information for our external review.
- ▶ Analysis of the scope, relevance and integrity of the content included in the NFS for the year 2023 based on the materiality analysis made by the Group and described in section 4. “Sustainable Commitment”, considering the content required by prevailing mercantile regulations.
- ▶ Analysis of the processes for gathering and validating the data included in the 2023 Non-Financial Information Statement.
- ▶ Review of the information on the risks, policies and management approaches applied in relation to the material aspects included in the 2023 NFS.
- ▶ Check, through tests, based on a selection of a sample, the information related to the content of the 2023 NFS and its correct compilation from the data provided by the information sources.
- ▶ Obtaining a representation letter from the Board of Directors and Management.

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## Conclusion

Based on the limited assurance procedures conducted and the evidence obtained, nothing has come to our attention that causes us to believe that the Group NFS for the year ended December 31, 2023 has not been prepared, in all material respects, in accordance with the contents required by current commercial regulation and the criteria of the selected GRI standards, as well as other criteria, described as explained for each subject matter in Annex 5. "Index of Contents required by the Law 11/2018" of the aforementioned NFS.

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## Use and distribution

This report has been prepared as required by current mercantile regulation in Spain, thus it may not be suitable for any other purpose or jurisdiction.

ERNST & YOUNG, S.L.

(Signature on the original in Spanish)

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Antonio Capella Elizalde

April 5th, 2024



In Barcelona, on March 19, 2024

**Mr. Marc Puig Guasch**  
Chairman

**Mr. Manuel Puig Rocha**  
Vice Chairman

**Mr. Rafael Cerezo Laporta**  
Coordinating Director

**Mr. Patrick Raji Chalhoub**  
Board member

**Mr. Jordi Constans Fernandez**  
(identified in his passport as  
Jorge Valentín Constans Fernández)  
Board member

**Ms. Ángeles Garcia-Poveda Morera**  
Board member

**Mr. Daniel Lalonde**  
Board member

**Ms. Christine Ann Mei**  
Board member

**Mr. Nicolas Mirzayantz**  
Board member

**Mr. Josep Oliu Creus**  
Board member

**Mr. Yiannis Petrides**  
(identified in his passport as Ioannis Petrides)  
Board member

**Mr. Jordi Puig Alsina**  
Board member

**Mr. Marian Puig Guasch**  
Board member

**Mr. Xavier Puig Alsina**  
Board member









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