



Policy On Communication and Relationship with Shareholders, Institutional Investors and Proxy Advisors



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Regulatory Scope

Communication

Approval Date

April 5, 2024

Approver

Board of Directors of Puig Brands, S.A.

Confidentiality

Public





Purpose

The Board of Directors of Puig Brands, S.A. ("Puig" or the "Company") at its meeting held on April 5, 2024, approved this policy on communication and relations with shareholders, institutional investors, and proxy advisors (the "Policy"), following a favorable report issued by the Audit Committee.

The Board of Directors is responsible for managing and supervising the general communication policy of Puig at the highest level, which addresses the procedures for reporting and communicating financial, non-financial, and corporate information through the channels described below, thus ensuring that high-quality and widely-disseminated information is made available to the market, shareholders and institutional investors, as well as to proxy advisors, markets, members of the media and public opinion in general, including the content of the information published on Puig's corporate website.

This policy is made according to recommendation 4 of the Good Governance Code, which establishes that: "the company should define and promote a policy relating to communication and relations with shareholders and institutional investors within the framework of their involvement with the company, as well as with proxy advisors that is fully respectful of the rules on market abuse and give similar treatment to shareholders who are in the same position"

General Principles

The Board of Directors of Puig supervises the information provided to shareholders, investors, and the market in general, according to the following general principles:

- Transparency, truthfulness, immediacy, and symmetry in the dissemination of the information.
- Equal treatment in the recognition and exercise of the rights of all shareholders who are in an identical situation and who are not affected by a conflict of interest.
- Protection of the rights and legitimate interests of all shareholders, regardless of where they reside, and, in particular, those of minority shareholders.



- Facilitating their awareness of those issues that may be necessary to allow them to properly exercise their rights as shareholders, providing them with clear and direct channels and lines of communication to enable them to resolve any doubts regarding the information provided.
- Publishing the information on a regular, timely and ongoing basis, thus permitting shareholders and investors to be informed of the most significant issues affecting the group at any time and using the most effective channels for the receipt of that information.
- Encouraging shareholders' informed participation at the General Shareholders' Meeting.
- Fostering the informed participation of shareholders and third parties interested in Puig activity at the corporate events open to their participation.

All of the above will be conducted in compliance with current regulations on the treatment of insider information and other material information, as well as with the regulations applicable to relations with shareholders and communication with the securities markets, as contained in the Regulations of the Board of Directors, the Internal Rules of Conduct in the Securities Market (IRC), the Puig Ethical Code and in the internal rules for the classification of information and the registration of information with the securities markets and their regulatory bodies.



General Information and Communication Channels

To ensure compliance with the above principles and the correct dissemination of information relating to Puig to shareholders, institutional investors, financial intermediaries, managers and custodians of the Company's shares or debt instruments, financial and non-financial analysts, regulatory and supervisory bodies, rating agencies, information agencies, proxy advisors, the media and similar, the Company has made the following information, communication, contact and participation channels available to them:

Spanish Securities and Exchange Commission (CNMV)

The primary information channel for the Company to report to shareholders, investors and the markets in general is the Spanish Securities and Exchange Commission (the "CNMV"), to which it sends all the information that under current legislation is considered insider or material information, as well as financial and non-financial information of a periodic nature and the corporate information established by law. Where appropriate, it also uses the channels established by other foreign authorities and supervisory bodies. The information sent to the CNMV is disseminated with immediate effect and is public in nature, being published simultaneously on the CNMV website and on the Puig corporate website.

Puig Corporate Website

The Company will promote its corporate website (www.puig.com) as an information channel for shareholders, investors and other stakeholders, by channeling all the economic and financial, non-financial and corporate information that may be of interest through this website, thus ensuring that it is published immediately and also allowing it to be accessed at a later date, with a view to ensuring that transparency is a priority for the Company in its relations with the markets and the public in general. All disclosures of insider information or other material information made by the Company, as well as financial and non-financial information of a periodic nature and the corporate information established by law, will be published simultaneously on the corporate website.



Investor Relations

The Company will have a dedicated investor relations department, the main goal of which will be to serve as an open, permanent, and transparent communication channel with shareholders, institutional investors, and other stakeholders.

In performing its duties, the Investor Relations department will obtain the information that it is required to communicate to the market from the various departments in the Company which are responsible for preparing that information, which will ensure the uniformity and consistency of the information.

To strengthen its relationship with shareholders, institutional investors and other stakeholders, Puig will implement the initiatives it considers appropriate, such as sending specialized newsletters, messages containing corporate information, developing IT apps, or by organizing meetings, roadshows, and information days led by the Company's management. Likewise, the Company will also make available to shareholders, institutional investors, sustainable and socially responsible investors, and other stakeholders the telephonic, face-to-face, or electronic communication channels that are appropriate at any given time and through which they can submit any relevant queries or suggestions.

In addition, to strengthen the direct and two-way relationship between Puig and its individual shareholders, the Company may create a shareholders' community that those shareholders interested in following the Company's evolution in greater detail and in an ongoing manner may join on a voluntary basis. In this sense, the Company may also establish a shareholders' advisory committee to improve its knowledge of its individual shareholders' expectations and their opinion of the actions and the communication channels existing between Puig and its shareholders, as well as the content and quality of those communications.

Where institutional investors and sustainable and socially responsible investors are involved, the Company will establish mechanisms that allow the regular exchange of information on matters that may be of interest to them, such as the investment strategy, assessments of results or issues related to corporate governance, the environment or corporate social responsibility. This information will at no time create situations of privilege or confer special advantages over other shareholders.



External Communication

To facilitate open and transparent communication with the media, Puig will have a dedicated communications department, responsible for managing, among other things, the relationship with the media and the preparation of press releases in coordination with departments involved, whilst maintaining the alignment and consistency of the messages issued by the Company across all of its media and channels.

The Corporate Communications department will respond as swiftly as possible to all those requests for information and queries received from the media which it is authorized to answer. Puig will create and maintain on its website a section specially devoted to the media that will include the various press releases and different materials published by the Company to facilitate the work of members of the media, as well as a contact person in the Corporate Communications department to allow members of the media to get in touch with Puig.

Spokespersons and Communication

The spokespersons of Puig will be the Chairman of the Board of Directors, the Chief Executive Officer and the Chief Financial Officer and, under their direction, the Corporate Communications Office. The Company may define and establish other spokespersons in the organization to respond to specific needs. In any case, all spokespersons must undergo training and be familiar with the corporate communications policy, as well as their responsibility in the transmission of messages. Any spokesperson, whether acting on a recurring or ad hoc basis, must be approved by the Chairman of the Board of Directors, the Chief Executive Officer or the Chief Financial Officer prior to each public appearance.

Employees of Puig must be especially careful during any public appearances and must have the relevant authorization to appear before the media and on social networks, to publish and share opinions, to participate at professional conferences or seminars, and to participate at any other event that may be subject to public dissemination if they are participating as employees of the Company. In this sense, it is expressly forbidden to make statements to the media without the prior and express authorization of the Corporate Communications Office, which will decide whether to seek authorization from the Chairman, the Chief Executive Officer or the Chief Financial Officer.

Likewise, Puig's employees must also ensure adequate coordination with their hierarchical superior and, where appropriate, with the Communications and Investor Relations department to provide full and complete information; as well as to ensure they make responsible, respectful, and accurate



statements, following the guidelines established by the Communications and Investor Relations department, while also respecting the confidentiality of the Company's and its clients' information.

Social Networks

Puig is aware that new information technologies have a significant impact and influence on social activity and on its relations with shareholders, investors and other stakeholders. For this reason, and to maximize the dissemination of the information, the Company may use, in addition and as a complement to the above channels, widely accepted social networks with a high degree of distribution, presence and followers, for the communication of economic and financial, non-financial and corporate information, as long as it complies with the requirements in the current regulations regarding the disclosure of insider information and other material information, as well as with any other internal regulations of the Company.



General Shareholders' Meeting

The Board of Directors will encourage the informed and responsible participation of shareholders at the General Shareholders' Meeting, adopting appropriate measures to enable the General Shareholders' Meeting to carry out its duties. To this end, prior to the General Shareholders' Meeting, Puig will make available to its shareholders any additional channels of communication that may be appropriate at a given time, such as the electronic shareholders' forum or any others that may be established, as well as any information that may be legally required, or even where not legally required, that may be of interest to them and can be reasonably supplied. The Board of Directors will also answer, with the utmost diligence, requests for information and questions posed by shareholders prior to or on the General Shareholders' Meeting.

The Company may use the services of agencies, entities, and financial intermediaries to better distribute the information among its shareholders and institutional investors.

On the other hand, the General Counsel, with the support of the Investor Relations department, will be responsible for maintaining a dialogue with the proxy advisors, answering their queries regarding the resolution proposals submitted to the General Shareholders' Meeting and providing them with any clarifications considered appropriate.

Dissemination and Control

The Director of Compliance of the IRC will oversee and ensure that the Company complies with the provisions of the Internal Rules of Conduct in the Securities Markets and with any other corporate governance regulations of the Company falling within the scope of its powers when applying this Policy.

The Board of Directors will receive regular information on the Company's primary relations with its shareholders, investors, financial analysts, and proxy advisors, and with the market in general, in application of this Policy.

The Company will publish on the corporate website an annual report providing information on the application of this Policy, including information on relations with shareholders and investors and with the market in general.

This Policy will not apply to the disclosure of insider information or other material information, which will be governed by their own specific rules and policies.