

## Puig reinforces Travel Retail ambitions in the Americas with opening of a new regional hub in Miami

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- **The family-owned beauty and fashion company has officially launched an Americas Travel Retail hub in Miami at an event gathering top management, regional leadership local employees and business partners**
  - **The new hub will house Puig's growing Travel Retail and Latin America Distributors teams and continue to enhance the presence in the region of prestige brands**
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*Barcelona and Miami, September 18, 2023*

Puig is delighted to announce the official opening of a new regional Travel Retail hub for the Americas in Miami. The new hub will play a key role in the firm's strategy to consolidate its foothold in the Latin American market and to leverage the growth of its TR North America function.

As the nerve center of the Travel Retail industry, Miami offers an ideal location for Puig to get closer to suppliers and retailers in the Americas. The hub will also enable the company to tap into local talent pools to support the elevation of its leading prestige brands in the region and to drive a curated expansion of its Niche portfolio.

On September 13, Puig was proud to host its top management and main partners in a ceremony held at 1111 Brickell Avenue. During the event, attendees had the opportunity to experience the 11,147 sqf suite of the prestigious Sabadell Financial Center which will house 50 employees from the TR Americas and Latin America Distributors teams, formerly based in Panama. Teams will benefit from a wide range of services such as collaborative spaces, sports facilities, among others in a pleasant and sustainable working environment.

Besides its ideal location, the choice of this new hub upholds Puig's sustainability commitments, enshrined in the company's 2030 ESG Agenda. Recently renovated up to the highest energy standards, the Sabadell Financial Center is certified Leed Gold<sup>1</sup>.

"Miami provides a unique platform to strengthen our Travel Retail presence in the Americas and realize the full potential of Puig's brands in the region. We are determined to up our stakes in the booming North

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<sup>1</sup> Leadership in Energy and Environmental Design is a certification created by the Green Building Council. It is the most widely used green building rating system in the world.

American beauty market and to consolidate our leadership in the Latin American prestige and niche segments,” stated Javier Bach, Chief Operating Officer.

### **About Puig**

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

Since 1914, our company’s entrepreneurial spirit, creativity and passion for innovation have made Puig a challenger in the beauty and fashion world.

Present in the fragrances and fashion, makeup and skincare categories, our home of love brands generates engagement through great storytelling that connects with people’s emotions and is reinforced by a powerful ecosystem of founders.

Puig portfolio includes our brands Carolina Herrera, Rabanne, Jean Paul Gaultier, Dries Van Noten, Nina Ricci, Byredo, Penhaligon’s, L’Artisan Parfumeur, Kama Ayurveda, Loto del Sur, Charlotte Tilbury, Uriage and Apivita. As well as the beauty licenses of Comme des Garçons Parfums, Christian Louboutin, Benetton, Banderas perfumes and Adolfo Dominguez, among others.

At Puig we honor the values and principles put in place by three generations of family leadership. Today we continue to build on that legacy, through conscious commitments in our ESG Agenda (environmental, social and governance) aligned with the UN Sustainable Development Goals.

In 2022 Puig recorded sales of €3,620 million. Puig sells its products in more than 150 countries and has offices in 30 of them.

<https://www.puig.com/en>

[https://www.instagram.com/puig\\_official](https://www.instagram.com/puig_official)

<https://www.linkedin.com/company/puig>

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