



Barcelona, May 3rd

A transformational moment in Puig's 110-year-old history

Puig begins trading on the Spanish Stock Exchanges.

Puig Brands, S.A. ("Puig" or the "Company"), the global player in Premium Beauty with a diversified footprint across brands, product categories and geographies, started trading today as a listed company on the Barcelona, Madrid, Bilbao and Valencia Stock Exchanges (the "Spanish Stock Exchanges") under the ticker symbol "[PUIG]". The listing follows the company's Initial Public Offering (IPO), with an offering of €2,610 million (the "Offering"). Including the up to €390m Over-allotment Option, the total offering size is up to €3,000 million, making it the largest IPO in Europe this year.

The Offering was priced at €24.50 per offered share, at the top of the Offering price range of €22.00-24.50 per offered share. The IPO was multiple times oversubscribed across the price range, outlining strong demand from international and domestic institutional investors.

The listing is a transformational moment in the Company's 110-year-old history as a business guided by three generations of its founding family. Puig defines itself as a Home of Creativity, a supportive ecosystem to unleash the potential of its people and brands.

Marc Puig, Chairman and CEO of **Puig**, said: "**Puig's** successful IPO marks the beginning of a new and exciting chapter in our company's long and proud history. Backed by investor confidence in our strategy, we will continue to build our portfolio of own brands with a focus on extending our leadership in prestige products and niche fragrances, while investing in our core markets and support our expansion in high-potential geographies.

I would like to thank the hard work of the **Puig** team, made up of 11,000 people in 32 countries. Today's milestone is also possible thanks to the entrepreneurial spirit of two generations that came before us that dared to look beyond our borders when very few did so at the time. I can imagine the pride of those who left us if they could see how strong we have kept our union and how far we have gone together. We are grateful to our investors for their support and look forward to writing the next chapter in **Puig's** history together."

Puig celebrated the IPO and listing by ringing the bell at the Barcelona Stock Exchange, marking the commencement of trading of the Company's class B shares on the Spanish Stock Exchanges. During the ceremony, **Puig** also showcased the evolution of its visual identity to signal the beginning of a new chapter for the Company while expressing its rich legacy.



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 fragrance and fashion, make-up and skincare segments, our house 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 Rabanne, Carolina Herrera, Charlotte Tilbury, Jean Paul Gaultier, Nina Ricci, Dries Van Noten, Byredo, Penhaligon's, L'Artisan Parfumeur, Uriage, Apivita, Dr. Barbara Sturm, Kama Ayurveda and Loto del Sur as well as the beauty licenses of Christian Louboutin, Banderas 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 aligned with the UN Sustainable Development Goals.

In 2023, **Puig** recorded net revenues of €4,304 million. **Puig** sells its products in more than 150 countries and has offices in 32 of them.

For further information, please visit the Investors section in the corporate website <https://www.puig.com/>

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