



Puig expands its corporate headquarters with the addition of a new building

Their Majesties the King and Queen of Spain inaugurate the second Puig Tower in Barcelona

- **Also attending the inauguration were the President of the Government of Catalonia, Pere Aragonès; the Spanish Minister of Industry and Tourism, Jordi Hereu; the Government Delegate in Catalonia, Carlos Prieto; the mayor of L'Hospitalet, Núria Marín; and the First Secretary of the Socialist Party of Catalonia, Salvador Illa.**
 - **The new tower is home to Puig's Operations Hub and has an Innovation Center with a spacious area dedicated to applied innovation, prototyping and experiential technology in olfactory.**
 - **The new building incorporates forward-thinking approaches to environmental sustainability, with a unique office design that includes more versatile and collaborative workspaces to prioritize employee well-being.**
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Barcelona, February 14, 2024

Puig, a global leader in premium beauty, inaugurated Puig Tower-T2 on Wednesday, a second building consolidating the expansion of its headquarters in Barcelona, in a ceremony presided over by Their Majesties the King and Queen of Spain.

His Majesty King Felipe VI and Her Majesty Queen Letizia were given a tour of the tower and its various spaces, where nearly 500 employees of the company's Operations Hub are based. The spaces include the Innovation Center and boasts fragrance, skin care and makeup labs, along with the consumer and product testing areas, as well as the FabLab, a creative space where the inventive product designs are conceived.

Other leaders were also present at the inauguration, including the President of the Government of Catalonia, Pere Aragonès; the Spanish Minister of Industry and Tourism, Jordi Hereu; the Government Delegate in Catalonia, Carlos Prieto; the mayor of L'Hospitalet, Núria Marín; and the First Secretary of the Socialist Party of Catalonia, Salvador Illa.

Puig's main office complex now includes Puig Tower-T1, opened in 2014, and the new Tower, Puig Tower-T2, which is located in Plaza Europa 34 in L'Hospitalet de Llobregat, midway between Barcelona's Josep Tarradellas-El Prat airport and downtown Barcelona. Puig Tower-T1, which opened to mark the company's centenary, comprises the offices of another 500 team members. The corporate office is located here, alongside the head offices and back offices, the brand teams, and the perfumery center, as well as the employees who focus on the Spanish market.

“With Puig Tower-T2, we are expanding our corporate offices in Barcelona on the 10th anniversary of the opening of Puig Tower-T1. Who would have thought back in 2014 that we would need a second tower in such a short amount of time? This new space is a clear testament to our ongoing commitment to Barcelona, to ambition and growth, to sustainability, with the building’s LEED Gold certification, and to our care for the people who work at Puig,” stated Marc Puig, Chairman and CEO.

Rigorous sustainability standards and comfort for the teams at Puig

The new tower was designed by architecture firm GCA Architects and showcases a unique design. The surface is covered in glass, and its dynamic volumes are made up of four stacked cubes, which, according to the architects, “lend movement and lightness to the structure, engaging it in a dialogue with Puig Tower-T1”. The standout design features several terraces, where visitors and employees can enjoy panoramic views of the modern cityscape that surrounds the building. Its 21,000 square meters are distributed across 20 office floors filled with natural light, connected by six smart elevators, and equipped with three parking levels that include electric vehicle charging stations.

Puig Tower-T2 was built with best-in-class sustainability standards to reduce not only its energy consumption while in use, but also the environmental impact of its construction process. The tower includes its own on-site photovoltaic and solar thermal energy production systems, which have the capacity to offset 25% of its operational carbon footprint. The new Puig headquarters earned an “A” rating, the highest possible energy efficiency label. It also received a LEED Gold certification with a 71/100 rating score, in recognition of how its sustainable location, efficient water and energy use, renewable energy, facilities maintenance, and the indoor environmental quality have reduced the building’s environmental impact. Puig Tower-T2’s theoretical energy consumption places it among the top 15% of buildings in Spain with the highest energy performance rating.

The new Puig Tower-T2 also makes employee well-being a top priority and enhances their experience with the company’s current hybrid working model. The sustainable concepts implemented on-site, and the technology built into the workspaces contribute to a significant improvement in comfort. GCA Architects commented: “The versatility of the interior design provides flexible spaces with dynamic and collaborative work environments that boost creativity and innovation.” Its current aesthetics are also representative of Puig’s values and its commitment to sustainability and design. While it contains multipurpose spaces and informal open-floor areas, there are also areas that allow for deeper individual focus or privacy, like the quiet library or individual-sized bubble offices.

Operations Hub

The new tower is the site of Puig’s Operations Hub, which accommodates the Research and Development labs for fragrances, makeup and skin care products, as well as the packaging, sales, quality and supply chain management teams. Additionally, these floors provide spacious areas for applied innovation, prototyping and compatibility testing, and experiential technology in olfactory. An area with advanced measuring equipment allows panelists to test out all the products developed with the help of over 3,000 external collaborators. Finally, the Operations Hub would not be complete without the Human Resources, Management Control, Industry Strategy, and Sustainability teams. The remainder of the building’s areas will be able to accommodate the envisaged growth of the company’s workforce.

Room for art

In the same way that Puig Tower-T1 showcases the Catalan artist Joan Miró's large-format sculpture inspired by a Puig perfume bottle, Puig Tower-T2's lobby is now home to his piece 'Monument à la femme'. This highlights the bond between Miró and Puig. The work was created in 1970 from the idea of a soap bar manufactured by Puig, which Miró used to clean his brushes, and which took, with wear and tear, the shape of a hollow oval. In his hands, the everyday object is transformed into a 2.5 meters monumental bronze piece. On temporary loan from the Joan Miró Foundation since 2017 and previously on display in the Puig Tower-T1, it will now have a prominent place in the company's new building.

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 Carolina Herrera, Rabanne, 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 (environmental, social and governance) aligned with the UN Sustainable Development Goals.

In 2022, Puig recorded net revenues of €3,620 million. Puig sells its products in more than 150 countries and has offices in 32 of them.

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

https://www.instagram.com/puig_official

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