



PUIG

Responsible Marketing Policy



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Context

Puig¹ promotes a sustainable business model committed to creating value for society by promoting well-being, confidence and self-expression through its products.

We position ourselves as a global company that wishes to contribute to the construction of a more sustainable world through responsible business practices and, thereby, maximize our commitment to the United Nations Sustainable Development Goals, as expressed in our Ethical Code.

Objective

We recognize that decisions and actions relating to the sales and marketing of our products can have a significant impact on society. Building trust with our customers and partners is essential to **Puig** and we believe this is done by making ethical choices and good decisions, following the spirit of our Ethical Code. Trust is also built with full transparency, which is why we have created this Responsible Marketing Policy (*Policy*).

Through this Policy, we commit ourselves to ensuring that all our marketing activities and communications are lawful, responsible, transparent, and respectful.

We strive to respect third parties' rights including copyrights, and image rights.

Scope

This Policy has been approved by the Board of Directors of **Puig** Brands, S.A. and applies to all **Puig** employees, entities, and activities.

We also expect our partners (e.g. agencies, production companies, photographers, talents, influencers, distributors, licensees, contractors, etc.) to respect the same principles and we work together with them to fulfil these responsibilities.

Specific **Puig** divisions and local business units may develop this Policy as part of their divisional or local policies, which will always reflect and comply with the terms, principles and behaviours contained within this Policy.

¹"**Puig**" refers to **Puig** Brands, S.A. company, and its subsidiaries and those other entities that may be incorporated in the future, with respect to which **Puig** Brands, S.A. holds or may hold (directly or indirectly) control, according to article 42 of the Spanish Commercial Code.



The standards set out in this Policy may sometimes exceed those required by local law. When this happens the standards of this Policy will apply. However, following our commitment to strict compliance with applicable law, should local law require higher standards than those established in this Policy, local law will always prevail.



Principles

•• Truthfulness and Transparency

We provide truthful and precise information about our products with clarity, honesty and transparency, avoiding misleading or confusing statements and include warnings and recommended precautions when necessary.

We review product labels and advertising campaigns carefully to ensure their accuracy and truthfulness. We keep information about our products updated.

•• Protection of Consumers and their Data

We prioritize the health and safety of consumers, avoiding creating or perpetuating harmful standards, models, or practices.

We evaluate the potential impact that our products may have on consumers before and after their launch. We provide assistance to consumers where necessary.

As part of our philosophy, we carefully evaluate any opportunity for the continuous improvement of our products throughout their life cycle.

We comply with current regulations and implement appropriate and responsible practices in the collection, storage retention and use of personal data, guaranteeing the confidentiality and security of the information that consumers share with us. The application of this Policy is, in any event, complementary to other mandatory internal rules such as **Puig's** Privacy Policy.

•• Responsible Marketing and Use of AI

We evaluate the impact that our marketing activities can have on society and ensure that they comply with applicable local and international laws and regulations.

We fully consider the product life cycle when defining and developing marketing strategies.

We carry out market research and product testing legally and responsibly, respecting the privacy and rights of participants.



We avoid, aggressive, and potentially manipulative marketing practices that could exploit consumers' vulnerabilities.

We consider the diversity of society in our marketing actions, and reject the use of harmful stereotypes.

We promote the selection of third parties who share our values and principles when deciding who to involve in our marketing campaigns.

We do our utmost to ensure that influencers and creators who recommend our products or services fully disclose their commercial links with **Puig** to their audience.

We ensure the correct application of AI regulations relating to intellectual property, data privacy and advertising law (amongst others) and have the appropriate internal policies, procedures and safeguards supporting the use of AI.

↔ **Respectful Commercial Activity**

We evaluate the impact that our promotional and commercial activities may have on local communities and ensure that they comply with applicable local and international laws and regulations.

We promote a positive and respectful customer experience at the point of sale, based on excellence and courtesy.

We avoid aggressive sales practices and respect the privacy and individual preferences of our consumers.

We aim to deploy advertising which is accessible to all.

↔ **Environmental Sustainability Declarations**

We recognize that distorting, exaggerating, or falsifying claims about the characteristics of our products can be harmful to consumers, especially those claims which relate to sustainability or environmental impact.

Therefore, all our claims about the sustainable characteristics or ecological attributes of our products are based on verifiable facts and supported by objective data. We do not make misleading or exaggerated claims.

We are committed to complying with all regulations related to the use of environmental and sustainability statements and claims in marketing.



Reporting a Breach of This Policy

We strongly support the enforcement of this Policy and employees / third parties can report any breaches of this or any other **Puig** policy as part of our Speak Up culture.

Questions relating to this policy can be submitted via:

- Our brands' communication channels, including email addresses, contact telephone numbers, chats or social media pages.
- Applications or tools provided at points of sale.
- Cosmetovigilance systems in place.
- Other channels required by law.

You can also use the company's [Reporting Channel](#) to do this, and the process is explained in detail in the Reporting Channel Policy and Procedure. The Reporting Channel allows reports to be made anonymously if desired and guarantees that anyone making a report in good faith will be protected from retaliation.

Approval, Publication and Review

This Policy has been approved by the Board of Directors of **Puig** Brands, S.A. on the 1st of July 2024, and came into force at that time. This Policy is also available on the intranet, on the **Puig** website and will be communicated to **Puig** employees, partners and other stakeholders where appropriate.

The General Counsel, in coordination with marketing area Vice Presidents and the Chief Financial Officer and/or the B&F Chief Operating Officer, is responsible for publishing, reviewing and updating this Policy as required. It replaces and supersedes any previous Policy or procedure.

In case of non-compliance with this Policy, **Puig** will take legal measures (including of a disciplinary nature) or contractual measures, according to the nature of the non-compliance.