

Puig navigates towards history in Vilanova i la Geltrú

- **The company is a global sponsor of the 37th America's Cup and gives its name to the first Puig Women's America's Cup**
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Puig, a global leader in the beauty and fashion industry based in Barcelona, begins its journey as a global sponsor of the 37th America's Cup, which will take place in autumn 2024, and which this weekend celebrates its Preliminary Regatta in the waters of Vilanova i la Geltrú (Barcelona). The company also gives its name to the Women's America's Cup, the Puig Women's America's Cup, which will feature twelve exceptional crews made up exclusively of women.

The Preliminary Regatta, which was held from September 14th to 17th at the Club Nàutic Vilanova, is the first step towards the 37th America's Cup and the first Women's America's Cup regatta, the Puig Women's America's Cup, which will be held from August to October 2024 in Barcelona.

Puig's deep connection with sailing, and the company's roots in nautical sports, has led the company to name the first women's America's Cup regatta. Puig thus shows its commitment to inclusivity and gender equality, in addition to encouraging the participation of women in the world of competitive sailing.

As a global sponsor, Puig is present in the first Preliminary Regatta and the event has featured the presence of outstanding sailors who will participate and take part in the Puig Women's America's Cup in 2024; among them, Mónica Azón, coach of the Spanish Puig Women's America's Cup team; Penny Clark, coach of the British Athena Pathway team; Natalia Vía-Dufresne, Spanish Olympic sailor (silver medalist at the 1992 Barcelona Olympic Games and 2004 Athens Olympic Games) and current water operations coordinator for the America's Cup.

Natalia Vía-Dufresne stated: "To all these girls who are considering a sailing career, I encourage them to make an effort and dedicate themselves to it every day. I see a great revolutionary change with women in sports, and there are going to be more and more opportunities. When I started, I didn't have so many opportunities, but now they are growing and, if it depends on me, we will continue fighting because there will be many more in a few years."

"The arrival of the women's series to the 37th America's Cup is something truly historic. Women have always been part of this event in traditional teams and categories, but it is now when we are going to be front and centre in the competition. I am convinced that this event will inspire other girls and women to

pursue a sailing career, with a security and conviction that until now was not so easy to imagine,” explained Penny Clark.

The Puig Women's America's Cup is shaping up to be one of the highlights of the 37th America's Cup. The six participants in the 37th America's Cup - representing New Zealand, Great Britain, Italy, Switzerland, the United States and France - will be joined by six other teams from Spain, the Netherlands, Canada, Germany, Sweden and Australia for the Puig Women's America's Cup. The same AC40 boats that will star in the Puig Women's America's Cup have been competing in the Vilanova regatta. The incorporation of new teams, new countries and new faces, further enhances the forecast of an extraordinary nautical experience.

Puig's collaboration with America's Cup has special meaning as it reflects its local identity as a global company based in the city and its rich nautical heritage. With a long tradition of sponsorships within the world of sailing, Puig is proud to support this historic competition, thus reinforcing the company's commitment to sailing and promoting excellence and innovation in the sport. As a global sponsor, Puig will have a significant presence throughout the event, allowing it to connect with sailing enthusiasts around the world.

“It has been incredible to see the interest that the Women's America's Cup is generating, and especially to be able to count on Puig's involvement. Now that women's sport is growing globally in all its areas, that a company of Puig's importance wants to join us is a brave and precious gesture. Mainly because it shows that it is a proactive company in diversity and gender equality,” added Penny Clark.

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 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, 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>

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

More information:

Emmanuelle Durand

Global Corporate Communications Director

T. +33 1 85 61 01 15

M. +33 612 10 23 56

emmanuelle.durand@puig.fr