

Pursuant to article 17 of Regulation (EU) No. 596/2014 on market abuse and article 226 of Law 6/2023, of March 17, on Securities Markets and Investment Services (*Ley de los Mercados de Valores y de los Servicios de Inversión*), Puig Brands, S.A. (“Puig” or the “Company”) hereby announces the following:

INSIDE INFORMATION

Puig Brands S.A. announces the extension of its strategic partnership with Charlotte Tilbury MBE. The original agreement signed in 2020 until the end of 2025 has now been extended until the end of 2030.

As a result of the foregoing, Charlotte Tilbury MBE will retain a minority stake in Charlotte Tilbury Limited until the end of 2030.

The agreement includes call and put options exercisable at different periods between 2026 and the beginning of 2031 and valued at a multiple of key financial metrics of the Charlotte Tilbury business.

In L'Hospitalet de Llobregat (Barcelona), on December 17th, 2024.