



Inside Information

Puig Brands, S.A. (hereinafter, the “Company”), in accordance with the provisions of article 226 of Law 6/2023, of March 17th, of the Securities Markets and Investments Services (*Ley de los Mercados de Valores y de los Servicios de Inversión*), announces that the Company’s Board of Directors, in its meeting held on the date hereof, has unanimously approved, prior favorable proposal by the Appointments and Remuneration Committee, and with effects as of such date:

- The appointment of Mr. Jose Manuel Albesa Muniesa as Chief Executive Officer (CEO) of the Company.
- The resignation of Mr. Marc Puig Guasch as Managing Director (*Consejero Delegado*) of the Company, who will remain in his position as member and Executive Chairman of the Board of Directors and working closely with the CEO.
- The appointment of Mr. Miquel Angel Serra Duran as Chief Financial Officer (CFO), succeeding Mr. Joan Albiol Ramis, who will continue in his role as Secretary non-member of the Board of Directors.

The official press release is appended hereto as an annex to this communication and contains further pertinent information.

In L’Hospitalet de Llobregat (Barcelona), on March 17th, 2026.
The Vice-Secretary non-member of the Board of Directors.



Jose Manuel Albesa is appointed CEO of Puig as Marc Puig continues as Executive Chairman

The Board of Directors of **Puig** is pleased to announce a decisive step in the evolution of **Puig** governance that strengthens **Puig**'s leadership.

In line with the Board's long-term vision, and with the support of the Appointments and Remuneration Committee, **Puig** approved today the separation of the roles of Chairman and Chief Executive Officer, in line with best practices for major listed companies.

Puig has appointed Jose Manuel Albesa as Chief Executive Officer of **Puig**, effective today. Marc Puig, currently Chairman and CEO, will continue as Executive Chairman of **Puig**. Marc Puig will work closely with Jose Manuel Albesa to align the strategic vision, while focusing on M&A strategy. Marc Puig will also remain involved in key appointments and continue to act as the custodian of the **Puig**'s family culture and values.

Jose Manuel Albesa is currently Deputy CEO and Beauty and Fashion President, with responsibility for **Puig**'s global operations and business performance. Jose Manuel Albesa joined **Puig** in 1998 and has held senior leadership roles across brand development, marketing and operations, as well as playing a central role in the strategic development and international expansion of the **Puig**'s fragrance and fashion portfolio.

This appointment is the result of a rigorous and formal process initiated over a year ago by the Board of Directors of **Puig**, including a thorough succession and assessment process and an extensive review of both internal and external candidates.

Marc Puig, Executive Chairman of **Puig**, said: **"This is an exciting time in Puig's evolution, building on very strong foundations and growth to set the platform for the next stage of our development. With this important announcement, the Board of Puig opens a new chapter in the company's governance. The separation of the roles of Executive Chairman and Chief**



Executive Officer is fully aligned with the highest standards of best practice for listed companies.

I have worked closely with Jose Manuel for over 20 years and I have every confidence that his talent, leadership and vision make him ideally suited to become CEO of Puig. His deep understanding of our brands, our culture and the way we work will be crucial to drive our company forward.

I remain fully committed to Puig as Executive Chairman and I am looking forward to continuing working with Jose Manuel in this new chapter of our company's history."

Jose Manuel Albesa, Chief Executive Officer of Puig said: "**Becoming Chief Executive Officer of Puig is both a privilege and a responsibility, and I am extremely grateful for the trust the Puig family and the Puig Board of Directors have placed in me for this next chapter. The entrepreneurial spirit, values and creativity that underpin our company remain core to the future we will build together. I am also very proud to lead such an exceptional team whose talent, commitment and creativity are at the heart of everything we achieve. We are an agile, decisive business and experts in what we do.**

I believe there is still significant potential ahead. This next phase is about renewing our energy, sharpening our focus and building on what makes Puig distinctive and I look forward to continuing this journey together with Marc Puig and all of our teams."

At Puig's Annual General Meeting in May 2026, Jose Manuel Albesa will be proposed as a member of the Puig Board of Directors.

Other organizational changes

Furthermore, Puig announces the appointment of Miquel Angel Serra as Chief Financial Officer of Puig. He succeeds Joan Albiol, who has served as Chief Financial Officer since 2009 and will remain Secretary to the Board of Directors with Legal and M&A functions continue reporting to him. In his new role, Joan Albiol will continue to report to Marc Puig, Executive Chairman of Puig.

Miquel Angel Serra was previously Vice President, Corporate Controlling & Investor Relations, and brings extensive experience across finance, performance management and capital markets within the company. Miquel Angel Serra will report to Jose Manuel Albesa, CEO of Puig.



Puig will provide an update on its strategy and long-term priorities at its Capital Markets Day on April 14th, 2026.

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 global leader in the premium beauty industry. Present in the fragrances and fashion, makeup and skincare business segments, our home 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 (environmental, social and governance) aligned with the UN Sustainable Development Goals.

In 2025 **Puig** recorded net revenues of €5,042 million. **Puig** sells its products in more than 150 countries and has offices in 33 of them.

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Further information:

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