PUIG

Q2 2025 SALES UPDATE

July 16, 2025

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Puig
A home of love brands,
within a family company, that furthers wellness,
confidence and self-expression, while leaving a better world

rabanne
CAROLINA HERRERA
Charlotte Tilbury
Jean Paul GAULTIER
NINA RICCI
DRIES VAN NOTEN
BYREDO
PENHALIGON'S EST. LONDON 1870
L'ARTISAN PARFUMEUR
URIAGE EAU THERMALE
APIVITA
DR. BARBARA STURM
KAMA AYURVEDA
LOTO DEL SUR
Christian Louboutin
BANDERAS
ADOLFO DOMINGUEZ

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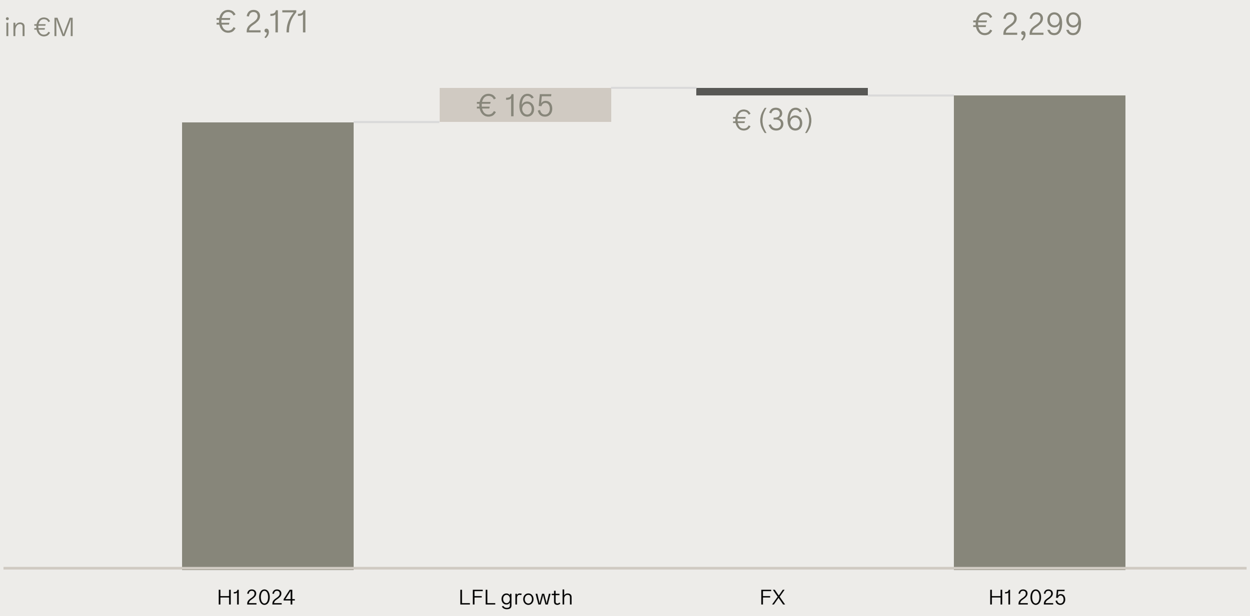
7.6% LFL growth in H1 2025, outperforming the premium beauty market

- Continued positive LFL growth across all business segments in H1, with noteworthy outperformance of Fragrance and Skincare while Makeup returned to growth
- Growth recorded across all regions, led by double-digit growth in the Americas and APAC

H1 2025

YoY growth	7.6%	(1.7%)	5.9%



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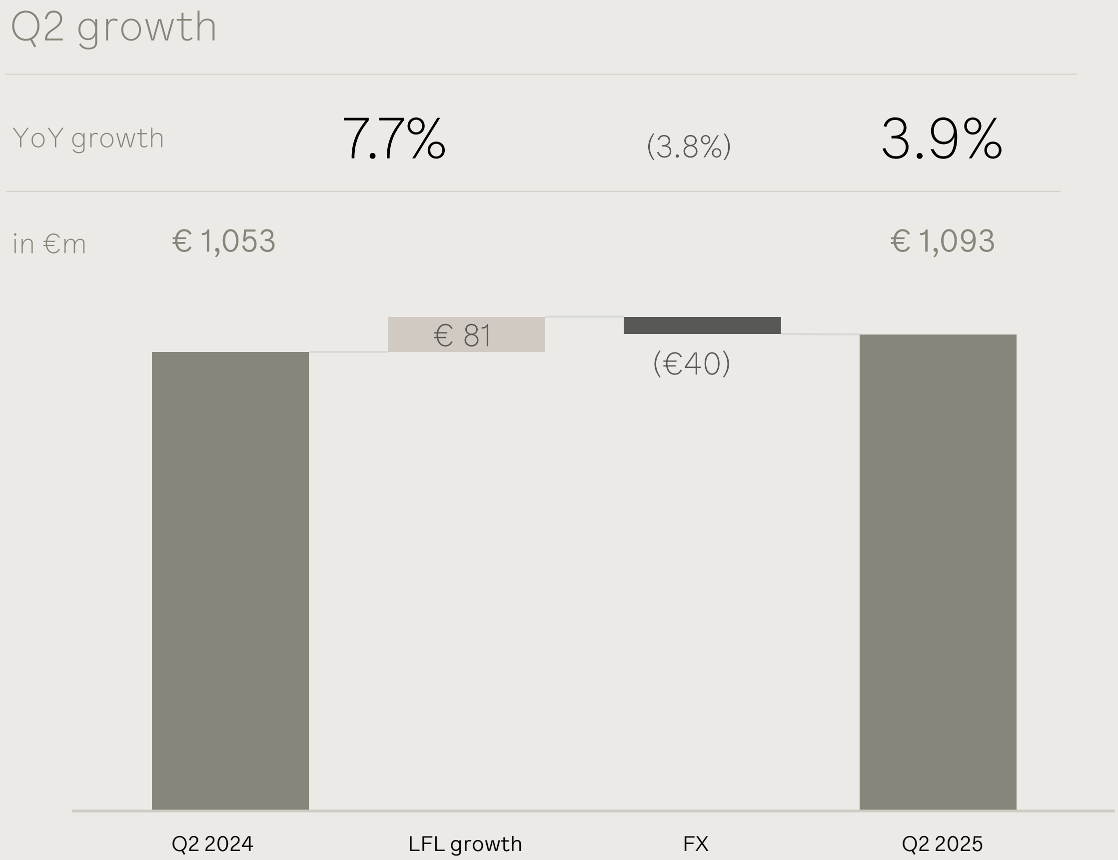
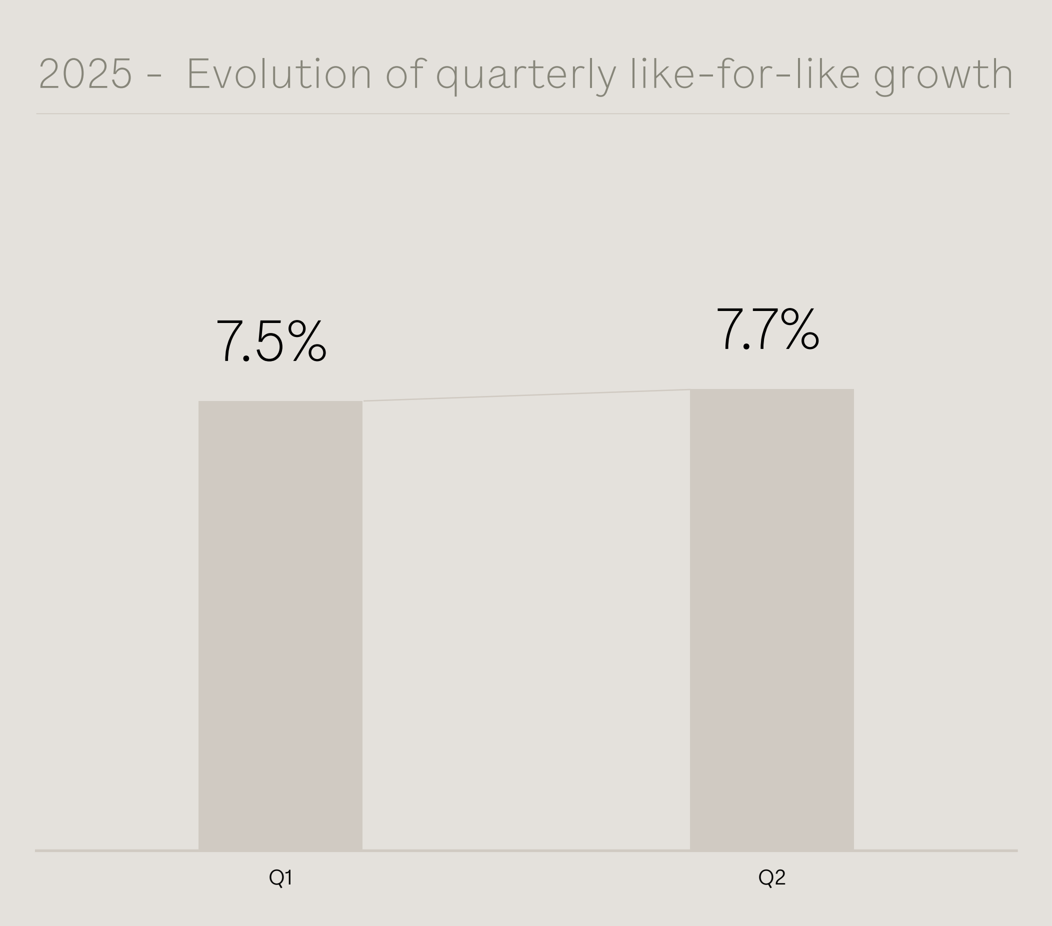
Continued growth in Q2





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All business segments contributed to growth in H1 and Q2 2025

			Net Revenue	Reported Growth	LFL Growth
	Fragrance & Fashion 73%[1] Total	H1	€ 1,685m	+6.5%	+8.6%
		Q2	€ 788m	+2.4%	+6.7%
	Makeup 15%[1] Total	H1	€ 339m	+1.4%	+2.0%
		Q2	€ 174m	+7.4%	+10.5%
	Skincare 12%[1] Total	H1	€ 276m	+8.1%	+8.6%
		Q2	€ 131m	+8.3%	+10.2%

(1) Corresponds to business segment weight for the 6-month period ending on June 30, 2025

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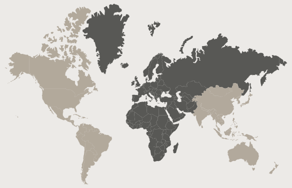
All geographies delivered growth in H1 and Q2

			Net Revenue	Reported Growth	LFL Growth
	EMEA 52%[1] of total	H1	€ 1,199m	+3.9%	+3.6%
		Q2	€ 555m	+3.4%	+3.5%
	Americas 38%[1] of total	H1	€ 867m	+6.5%	+10.9%
		Q2	€ 416m	+1.6%	+10.0%
	APAC 10%[1] of total	H1	€ 234m	+14.7%	+16.5%
		Q2	€ 123m	+14.9%	+19.5%

(1) Corresponds to geographical weight for the 6-month period ending on June 30, 2025

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Q2 2025 Highlights

Fragrance

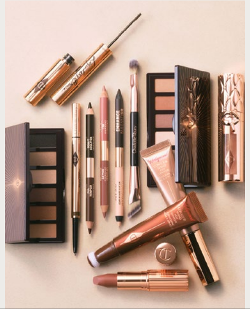
Pre-launch of Carolina Herrera's new fragrance pillar La Bomba

Fragrance

Celebration in Venice of the L'Artisan Parfumeur craftsmanship through Abyssae

Fragrance

Byredo Icons Bal d'Afrique and Rose of No Man's Land joined the Absolu Collection.



Makeup

Charlotte Tilbury Super Nudes collection

Skincare

Ceramide drops from Dr. Barbara Sturm

Skincare

Uriage launches Bariésun Invisible Stick SPF50+ with a glowy finish and high sun protection

Puig reconfirming its 2025 Outlook

Revenue	6-8% like-for-like growth expectation reflecting the current state of the beauty market
Adj. EBITDA Margin	Adjusted EBITDA margin improvement expectation similar to 2024
Dividends	Intention to maintain ~40% dividend payout ratio out of reported net profit in line with track record

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Appendix

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Appendix: 2025 Net Revenue Figures

	Q1			Q2			H1		
	€M	Reported growth	LFL growth	€M	Reported growth	LFL growth	€M	Reported growth	LFL growth
Puig	1,205.9	+7.8%	+7.5%	1,093.5	+3.9 %	+7.7 %	2,299.3	+5.9 %	+7.6 %
By business segment									
Fragrance and Fashion	896.4	+10.4%	+10.4%	788.3	+2.4%	+6.7%	1,684.7	+6.5 %	+8.6%
Makeup	165.3	(4.2%)	(6.0%)	173.8	+7.4%	+10.5%	339.1	+1.4 %	+2.0%
Skincare	144.2	+7.8%	+7.2%	131.3	+8.3%	+10.2%	275.5	+8.1 %	+8.6%
By region									
EMEA	643.8	+4.3%	+3.8%	555.0	+3.4%	+3.5%	1,198.7	+3.9 %	+3.6%
Americas	451.0	+11.5%	+11.8%	416.0	+1.6%	+10.0%	867.0	+6.5 %	+10.9%
APAC	111.1	+14.5%	+13.2%	122.5	+14.9%	+19.5%	233.6	+14.7 %	+16.5%