

Puig acquires a majority stake in Loto del Sur and will continue to boost its international expansion

- **Puig has had a minority stake in Loto del Sur since 2019.**
 - **The leading Colombian natural cosmetics brand makes its products from native flora and is a distinctive addition to Puig unique brands portfolio.**
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Puig, the beauty and fashion family-owned company, has increased its investment to acquire a majority stake in Loto del Sur (Puig holds a minority stake since March 2019), Colombia's leading natural cosmetics brand, which was founded in 1999. The acquisition of a majority stake in Loto del Sur, which offers a complete range of natural products made from Latin American flora, is a distinctive bet with a large growth potential which will reinforce Puig's unique brands portfolio. The founder, Johana Sanint, will continue leading the brand and no changes are expected in the company's business model, based on its own retail network.

After this acquisition, Puig will maintain its commitment to boost the brand's leadership in Latin America and bolster its international growth. In that sense, the brand will enter Spanish market with the opening of a first store in Madrid and in North America with a door in Miami. Furthermore, it will continue expanding its presence in Latin America starting with countries such as Mexico and Chile.

Loto del Sur products, which are made from a careful selection of natural ingredients from native flora, pay tribute to the vast Latin American biodiversity and have strong roots in the local community, through a powerful network of 21 company-owned stores in Colombia. Its environmental and social sustainability commitment is a perfect fit with Puig's ESG strategy and its 2030 Agenda.

Loto del Sur, an example among brands with local roots, will join Puig's successful 'ecosystem of founders' sharing its values and same brand building vision. Loto del Sur joins brands such as Paco Rabanne, Carolina Herrera, Jean Paul Gaultier, Dries Van Noten, Penhaligon's, Charlotte Tilbury and Byredo. The Colombian brand will contribute to achieve the Spanish company's recently announced goals of doubling its 2020 turnover by 2023 and tripling it by 2025.

About Loto del Sur

Loto del Sur, a nature-inspired brand with authentic Latin American cultural roots, was founded in Bogota, Colombia in 1999 by Johana Sanint. Loto del Sur stands out for capturing the richness and exuberance of the American continent using the full power of its flora and a science-based rigor. It relies on beauty, good design and enjoyment to transform the everyday into the extraordinary while bringing a friendly and close luxury in tune with the simple pleasures of life. The brand benefits from a coherent and solid retail concept developed through a fast-growing network of its own stores. Loto del Sur products are present in 21 company-owned flagship stores located throughout Colombia.

Our dream is for people to access a different type of beauty more conscious, more skillful, more inspiring. Because our North is the South.

<https://www.lotodelsur.com/>

<https://www.instagram.com/lotodelsur/>

About Puig

Puig creates unique and highly desirable beauty and fashion brands that empower people to reinforce their self-esteem and find their own expression, in a family company that aims to leave a better world for the next generation.

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 fashion and in the three prestige beauty categories (fragrances, makeup and dermo-cosmetics) our brand portfolio generates engagement through great storytelling that connects with people's emotions.

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.

Our brand portfolio is structured in three divisions: Beauty and Fashion, with the owned brands Carolina Herrera, Paco Rabanne, Jean Paul Gaultier, Dries Van Noten, Nina Ricci, Byredo, Penhaligon's, L'Artisan Parfumeur, Kama Ayurveda and Loto del Sur; the licenses of Christian Louboutin and Comme des Garçons Parfums and Lifestyle fragrances, among them Antonio Banderas, Adolfo Dominguez, and Benetton. The Charlotte Tilbury division, which includes the luxury makeup brand. And the Derma division, with Uriage, Apivita and the joint venture in Isdin.

In 2021 Puig recorded sales of €2,585 million. Puig sells its products in more than 150 countries and has offices in 29 of them.

<https://www.puig.com/en>

https://www.instagram.com/puig_official

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