NOBILISGROUP | WE MAKE BEAUTY PERFORM

Press Release

NOBILIS GROUP to distribute Shakira, Benetton and Antonio Banderas fragrances in the DACH region

Wiesbaden, October 2026 — NOBILIS GROUP, the leading European distribution and service hub for perfume brands, has been appointed to distribute the Shakira, Benetton and Antonio Banderas fragrance brands in the drugstore channel in Germany, Austria and Switzerland.

The Shakira fragrances will be introduced with the iconic Dance line; Benetton with a focus on its Sisterland and Tribe collections; and Antonio Banderas Fragrances with a focus on the Icon and Seductive franchises, bringing the brand's distinctive Mediterranean spirit and contemporary masculinity to consumers across the region.

"We are pleased to appoint NOBILIS GROUP to distribute our Antonio Banderas, Benetton and Shakira lifestyle fragrances in the drugstore channel in Germany, Austria and Switzerland. This is a dedicated, channel-specific step to accelerate these licensed lifestyle brands through focused execution and strong local expertise — while Puig continues to directly manage its Prestige and Niche fragrance portfolio and all other strategic activities across the DACH market," said [Markus Grefer, PUIG Germany, Austria & Switzerland VP].

"Shakira, Benetton and Antonio Banderas are a strong addition to the brands we represent in the drugstore channel. Together with Puig, we look forward to building these franchises across Germany, Austria and Switzerland," said Udo Heuser, CEO | Managing Partner, NOBILIS GROUP.

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 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 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, Shakira, Benetton 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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About the NOBILIS GROUP

NOBILIS GROUP, the leading, independent and owner-managed beauty distributor and service hub in Europe, has been standing for quality, innovation and sustainable value creation in the beauty industry for over 30 years.
The company's core competence lies in the development of strategic partnerships, customized solutions, outstanding industry expertise and excellent relationship management. The corporate culture of NOBILIS GROUP is characterized by a strong employee focus and actively supports innovative and entrepreneurial action, in the conviction that committed and satisfied employees are the key to success. The NOBILIS GROUP focuses on future-oriented growth in all segments and enjoys an excellent international reputation. With an impressive track record, the company is shaping the beauty industry as an important driving force in the market in line with its guiding principle: NOBILIS GROUP - WE MAKE BEAUTY PERFORM

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