

Perrigo Appoints David Ball to the Newly Created Position of Executive Vice President and Chief Brand and Digital Officer

DUBLIN, Aug. 19, 2024 /PRNewswire/ -- Perrigo Company plc (NYSE: PRGO), a leading global provider of *Consumer Self-Care Products*, today announced the appointment of Dr. David Ball as Executive Vice President and Chief Brand and Digital Officer. In this newly created position, Dr. Ball will be responsible for an enterprise-wide marketing strategy that incorporates deep understanding of consumer needs and translates those into winning brand strategies, tactics, and actions. He will also evaluate untapped market opportunities and develop strategies to scale the Company's brand-building efforts.

President and CEO Patrick Lockwood-Taylor commented, "We are excited to welcome David to the Perrigo team. His wealth of experience and deep understanding of consumer insights will be invaluable in shaping and executing our brand strategies. David's leadership as a seasoned executive will strengthen our global over-the-counter business and support our blended-branded strategy."

Dr. Ball said, "It is with great honor that I am joining Perrigo at such a critical time in its 135-year history as the Company is on a path to become the first and only blended-branded company. I look forward to working with the leadership team and my new colleagues on building something truly unique for consumers, customers, and shareholders."

Dr. Ball brings over 15 years of global consumer goods experience, spanning various commercial roles, including brand management, marketing, innovation, and research and development. He joins Perrigo from Bayer Consumer Healthcare, where he served as General Manager and Vice President of Marketing for the Digestive Health business in North America, achieving record financial performance. He also played a key role in Bayer's acquisition of a direct-to-consumer healthcare technology company and helped establish a transformative "white space" incubator group. Prior to Bayer, Dr. Ball spent a decade at Procter and Gamble in leadership positions across multiple business units and functions.

Dr. Ball holds a PhD in Biophysics and Genetics from Sheffield University in England, which adds a unique dimension to his consumer goods expertise. His scientific background, combined with his experience in biotechnology, provides a valuable perspective on innovation and sustainable practices.

About Perrigo

Perrigo Company plc (NYSE: PRGO) is a leading provider of *Consumer Self-Care Products* and over-the-counter (OTC) health and wellness solutions that enhance individual well-being by empowering consumers to proactively prevent or treat conditions that can be self-managed. Visit Perrigo online at www.perrigo.com.

Forward-Looking Statements

Certain statements in this press release are "forward-looking statements." These statements relate to future events or the Company's future financial performance and involve known and unknown risks, uncertainties and other factors that may cause the

actual results, levels of activity, performance or achievements of the Company or its industry to be materially different from those expressed or implied by any forward-looking statements. In some cases, forward-looking statements can be identified by terminology such as "may," "will," "could," "would," "should," "expect," "forecast," "plan," "anticipate," "intend," "believe," "estimate," "predict," "potential" or the negative of those terms or other comparable terminology. The Company has based these forward-looking statements on its current expectations, assumptions, estimates, and projections. While the Company believes these expectations, assumptions, estimates, and projections are reasonable, such forward-looking statements are only predictions and involve known and unknown risks and uncertainties, many of which are beyond the Company's control, including: supply chain impacts on the Company's business, including those caused or exacerbated by armed conflict, trade and other economic sanctions, and/or disease; general economic, credit, and market conditions; the impact of the war in Ukraine and any escalation thereof, including the effects of economic and political sanctions imposed by the United States, United Kingdom, European Union, and other countries related thereto; the outbreak or escalation of conflict in other regions where we do business; current and future impairment charges, including those related to the sale of the Héra SAS ("HRA Pharma") Rare Diseases Business, if we determine that the carrying amount of specific assets may not be recoverable from the expected future cash flows of such assets; customer acceptance of new products; competition from other industry participants, some of whom have greater marketing resources or larger market shares in certain product categories than the Company does; pricing pressures from customers and consumers; resolution of uncertain tax positions and any litigation relating thereto, ongoing or future government investigations and regulatory initiatives; uncertainty regarding the Company's ability to obtain and maintain its regulatory approvals; potential costs and reputational impact of product recalls or sales halts; potential adverse changes to U.S. and foreign tax, healthcare, and other government policy; the effect of epidemic or pandemic disease; the timing, amount and cost of any share repurchases (or the absence thereof) and/or any refinancing of outstanding debt at or prior to maturity; fluctuations in currency exchange rates and interest rates; the Company's ability to achieve benefits expected from its sale of the HRA Rare Diseases Business, including potential earnout payments, and the risk that potential costs or liabilities incurred or retained in connection with that transaction may exceed the Company's estimates or adversely affect the Company's business or operations; and the risk that potential costs or liabilities incurred or retained in connection with the sale of the Company's RX business transaction may exceed the Company's estimates or adversely affect the Company's business or operations; the Company's ability to achieve the benefits expected from the acquisitions of HRA Pharma and Nestlé's Gateway infant formula plant along with the U.S. and Canadian rights to the GoodStart® infant formula brand and other related formula brands ("Gateway") and/or the risks that the Company's synergy estimates are inaccurate or that the Company faces higher than anticipated integration or other costs in connection with the acquisitions; risks associated with the integration of HRA Pharma and Gateway, including the risk that growth rates are adversely affected by any delay in the integration of sales and distribution networks; the consummation and success of other announced and unannounced acquisitions or dispositions, and the Company's ability to realize the desired benefits thereof; and the Company's ability to execute and achieve the desired benefits of announced cost-reduction efforts and other strategic initiatives and investments, including the Company's ability to achieve the expected benefits from its ongoing restructuring programs described herein. Adverse results with respect to pending litigation could have a material adverse impact on the Company's operating results, cash flows and liquidity, and could ultimately require the use of corporate assets to pay damages, reducing assets that would otherwise be

available for other corporate purposes. These and other important factors, including those discussed under "Risk Factors" in the Company's Form 10-K for the year ended December 31, 2023, as well as the Company's subsequent filings with the United States Securities and Exchange Commission, may cause actual results, performance, or achievements to differ materially from those expressed or implied by these forward-looking statements. The forward-looking statements in this press release are made only as of the date hereof, and unless otherwise required by applicable securities laws, the Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

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