WECare

CODE OF ETHICS
FOR SENIOR FINANCIAL OFFICERS

Effective Date: 1 July 2026

I. Applicability

This Code of Ethics for Senior Financial Officers (this "Code") applies to the Chief Executive Officer, the Chief Financial Officer, the chief accounting officer or Group Controller of Wella Company (the "Company"), and individuals performing similar functions (collectively, the "Covered Persons").

The purpose of this Code is to promote honest and ethical conduct and compliance with applicable law, particularly as related to the maintenance of the Company's financial books and records and the preparation of its financial statements. The obligations imposed by this Code supplement, but do not replace, WECare, the Company's Code of Conduct.

II. Standards of Conduct for Covered Persons

Pursuant to this Code, Covered Persons should:

1. Engage in and promote ethical conduct, including ethical handling of actual or apparent conflicts of interest between personal and professional relationships, and disclose to the Company's Chief Legal Officer any material transaction or relationship that reasonably could be expected to give rise to such a conflict.
2. Carry out their responsibilities honestly, in good faith and with integrity, due care and diligence, exercising at all times their best independent judgment.
3. Assist in the production of full, fair, accurate, timely and understandable disclosure in reports and documents that the Company files with, or submits to, the Securities and Exchange Commission and other regulators and in other public communications made by the Company.
4. Comply with applicable laws, rules and regulations of federal, state and local governments, the Securities and Exchange Commission, Nasdaq, the New York Stock Exchange and other applicable regulatory agencies.
5. Promptly report (anonymously, if desired) to the Audit Committee of the Board of Directors of the Company any violation of this Code or any other matters that would compromise the integrity of the Company's financial statements.
6. Never take, directly or indirectly, any action to coerce, manipulate, mislead or fraudulently influence the Company's independent auditors in the performance of their audit or review of the Company's financial statements.
7. Responsibly use, control and oversee assets and other resources employed or entrusted to the Covered Person's supervision.

III. Administration

This Code shall be administered in accordance with the principles and practices described in WECare, the Company's Code of Conduct. The Company will take all necessary actions to enforce this Code, up to and including termination. Violations of this Code may also constitute violations of law which may subject a Covered Person and the Company to criminal and civil penalties. Any waiver of this Code for the Company's Chief Executive Officer, the Chief Financial Officer, the chief accounting officer or Group Controller, or individuals performing similar functions may be granted only by the Board of Directors or the Audit Committee of the Board of Directors and will be promptly disclosed as required by applicable law, regulations or stock exchange listing standards.

It is the Company's intention that this Code be its written code of ethics under Section 406 of the Sarbanes-Oxley Act of 2002, complying with the standards set forth in Securities and Exchange Commission Regulation S-K Item 406.

Any questions regarding the application of this Code should be promptly directed to a member of the Compliance Department.