

SCHEDULE B.1

<p style="text-align: center;">ESTÉE LAUDER DATA INCIDENTS CLASS ACTION NOTICE OF A CLASS ACTION SETTLEMENT APPROVAL HEARING</p>

<p style="text-align: center;"><u>Please read this notice carefully as it may affect your rights.</u></p>

<p style="text-align: center;"><u>YOU HAVE NOTHING TO PAY IN ORDER TO REMAIN INCLUDED IN THIS CLASS ACTION AND IN ORDER TO PARTICIPATE IN THE PROPOSED SETTLEMENT</u></p>
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This notice has been authorized for publication by the Superior Court of Québec to inform you of the proposed settlement of the class action instituted against Estée Lauder Cosmetics Ltd and The Estée Lauder Companies Inc. (collectively “**Estée Lauder**”) concerning two (2) data incidents that occurred between approximately May 31, 2023 and July 12, 2023 (the “**Settlement**”). The Settlement is subject to Court approval.

On April 22, 2026, the Superior Court of Québec authorized, for settlement purposes only, this class action against Estée Lauder and scheduled a hearing to decide whether to approve the Settlement. The hearing is set to take place on **June 3, 2026**, at 9:30 AM in room 17.09 of the Superior Court of Québec in Montreal, located at 1 Notre-Dame Street E., Montreal, Quebec, H2Y 1B6. It is **not** mandatory for Class Members to attend this hearing. Remote attendance will be available by Microsoft Teams at the following link: [Teams Link](#). The Court may change the date and time of the hearing, in which case an update will be posted on the following Settlement Website: www.EsteeLauderSettlement.ca.

How to know if you are a Class Member

You may be a member of the class action instituted by Ms. Cohen against Estée Lauder, which was filed before the Superior Court of Québec, district of Montréal, bearing court file number 500-06-001261-235 (the “**Class Action**”).

Class Members in the Class Action consist of all persons in Canada:

- (i) whose personal or financial information held by Estée Lauder was compromised and/or stolen from Estée Lauder on or around July 12, 2023 (the “**July Incident**”); or who received an email or letter from Estée Lauder, dated on or about September 5, 2023, informing them of the July Incident; and/or
- (ii) whose personal or financial information held by Estée Lauder was compromised and/or stolen from Estée Lauder on or around May 31, 2023 (the “**May Incident**”); or who received an email or letter from Estée Lauder, dated on or about October 19, 2023, informing them of the May Incident.

If you are a Class Member, and you do not opt out of the Class Action (exclude yourself), as described below, you will be bound by the Class Action and proposed Settlement and eligible to claim the benefits therein if the Settlement is approved by the Court.

You have nothing to pay and nothing to do in order to remain included in the Class Action.

What the Settlement Provides

A national Canadian settlement has been reached to resolve litigation arising from two (2) data incidents involving Estée Lauder, one occurring on or around May 31, 2023, and another on or around July 12, 2023 (collectively, the “**Data Incidents**”).

Estée Lauder denies all allegations and any liability in respect of the Plaintiff’s claim. No Court has found Estée Lauder liable. The parties have agreed to settle to avoid the risk, costs, and delay of continued litigation.

The Settlement, if approved by the Court, will resolve the Class Action.

Under the terms of the Settlement, Estée Lauder has agreed to pay a total of one million five hundred fifteen thousand Canadian dollars (CAD \$1,515,000.00) (the “**Settlement Fund**”). Following deduction of class counsel fees, disbursements, administrative costs, and notice costs, the remaining balance of the Settlement Fund will be distributed in accordance with the structure outlined below:

- **Substantiated Losses.** Class Members who submit a timely and valid claim with supporting documentation evidencing out-of-pocket losses reasonably attributable to the Data Incidents may receive up to CAD \$5,000, subject to the overall Settlement Fund and the *pro rata* provisions described below. **For clarity, the email or letter from Estée Lauder notifying you of a Data Incident does not constitute supporting documentation for a Substantiated Loss.**
- **Unsubstantiated Losses.** Class Members who submit a timely and valid claim without supporting documents may receive:
 - CAD \$150 if the Class Member falls within only one of the Data Incidents (the “**First Group**”);
 - CAD \$300 if the Class Member falls within both of the Data Incidents (the “**Second Group**”).
 - Class Members who are entitled to a Monetary Benefit for Substantiated Losses will also be entitled to receive a Monetary Benefit for Unsubstantiated Losses.
 - Claims for Substantiated Losses will be paid from the Settlement Fund before any amount is paid regarding the claims for Unsubstantiated Losses.

- If funds remain after payment of approved Substantiated Losses, the Unsubstantiated Losses claims may be increased up to a maximum of CAD \$300 for First Group claimants and up to a maximum of CAD \$600 for Second Group claimants in addition to their claim for Substantiated Losses, if applicable.
- If you are eligible for a Monetary Benefit, the payment will be sent to you by Interac e-Transfer. If you wish to receive the payment by cheque, you must make a written request to the Claims Administrator after the Claim Form becomes available and following submission of your claim.
- **Pro rata adjustments.** If the total value of approved claims exceeds the funds remaining in the Settlement Fund, payments will be reduced proportionally on a *pro rata* basis. If, after such *pro rata* reduction, the value of each individual payment would be less than CAD \$3.00, no individual payments will be issued to Class Members. In such event, all remaining Settlement Funds will be distributed to the charitable organizations identified below, after payment of the *Fonds d'aide aux actions collectives* levy (if applicable). Conversely, if the total value of approved claims does not exhaust the Settlement Fund, payments of the claims for Unsubstantiated Losses may be increased proportionally on a *pro rata* basis, subject to the maximum caps specified above.
- **The Fonds d'aide aux actions collectives** (the “FAAC”) is legally entitled to receive a percentage of the Québec portion of any remaining balance from the Settlement Fund, according to the *Regulation respecting the percentage withheld by the Fonds d'aide aux actions collectives*. After the FAAC has been paid said levy, as applicable, the remainder will be distributed in equal parts to the following charitable organizations: the Jewish General Hospital Foundation and Chai Lifeline Canada.

Class Counsel Fees

Class Counsel will request the Court's approval for legal fees in the amount of CAD \$454,500.00, plus applicable taxes, as well as their disbursements in the class actions. These amounts will be paid exclusively from the Settlement Fund. You do **not** have to pay for any portion of these Class Counsel Fees or disbursements in order to participate in the Settlement.

Your Options and what they Mean

If you are a Class Member, you have the following options:

- **Participate and Receive Benefits (you have nothing to pay).** If you wish to participate in the Settlement and potentially receive benefits, you do not need to pay or do anything at this stage. If the Settlement is approved, you will be bound by the Court's judgment and the release provided in the Settlement Agreement. You will need to submit a Claim Form by the claims deadline to receive benefits.

Instructions and deadlines for submitting claims will be posted on the Settlement Website at www.EsteeLauderSettlement.ca.

- **Exclude Yourself (Opt Out).** If you are a Class Member and do not wish to be bound by the Class Action and proposed Settlement, you have until **June 1, 2026**, at 11:59 PM Eastern Time to opt out by filling out the opt-out form available on the Settlement Website www.EsteeLauderSettlement.ca and sending it to the clerk's office of the Superior Court of Quebec:

Grefe de la Cour supérieure du Québec
Cohen v. Estée Lauder Cosmetics Ltd et al
(500-06-001261-235)
1, rue Notre-Dame Est
Montréal (Québec) H2Y 1B6

In addition to sending a copy of the opt-out form to the clerk's office, you may also send a copy of the form by e-mail to the Claims Administrator at EsteeLauder@conciliainc.com. If you validly opt out, you will not receive any benefits under this Settlement (if approved) and you will not be bound by it or otherwise bound by this Class Action. You have no obligation to opt out.

- **Object or comment.** If you do not opt out, you may object to or comment on the proposed Settlement Agreement. Class Members who object or comment will remain bound by the Settlement if approved by the Court. If you wish to object to or comment on the Settlement, you must send your objection or comment in writing no later than **May 14, 2026**, at 11:59 PM Eastern Time to the Claims Administrator by email at: EsteeLauder@conciliainc.com or by mail at:

Concilia Services Inc.
Attn: Estée Lauder Settlement
5900 Andover Avenue, Suite 1
Montreal, QC, H4T 1H5
Phone: 1-888-538-5770
Email: EsteeLauder@conciliainc.com

This document must include:

- Your name, address, e-mail address, and phone number;
- a brief statement of the reasons for your objection or comments;
- a statement that the foregoing is true and correct and
- whether you intend to attend the hearing in person or through a lawyer (you must provide the lawyer's name, address, e-mail address, and phone number).

Nevertheless, you retain the right to object to or comment on the Settlement in person on the day of the Settlement Approval Hearing, even if you did not submit a written objection by the specified deadline.

For More Information:

More detailed information about the Class Action and the proposed Settlement Agreement are available in the full Settlement Agreement at www.EsteeLauderSettlement.ca.

Lex Group Inc. acts as Class Counsel. Any legal fees, disbursements, and applicable taxes payable to Class Counsel will be subject to approval by the Superior Court of Québec and will be paid from the Settlement Fund. You do **not** have to pay for these legal fees and disbursements.

To contact Class Counsel:

Lex Group Inc.
Mtre David Assor
4101 Sherbrooke Street West
Westmount, QC, H3Z 1A7
Phone: (514) 451-5500, extension 101
Fax: (514) 940-1605
Email: info@lexgroup.ca

For more information and to access the Settlement Agreement, the claim forms, important deadlines, and any updates regarding the settlement approval hearing, please visit the Settlement Website at www.EsteeLauderSettlement.ca or contact the Claims Administrator at:

Concilia Services Inc.
Attn: Estée Lauder Settlement
5900 Andover Avenue, Suite 1
Montreal, QC, H4T 1H5
Phone: 1-888-538-5770
Email: EsteeLauder@conciliainc.com

In case of discrepancies between this notice and the Settlement Agreement, the Settlement Agreement prevails.

The publication of this notice has been approved and ordered by the Superior Court of Québec.