

Press Release

For media and investors only
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Almirall continues partnership for second edition of the *Hats On For AK* initiative

- **The *Hats On For AK* initiative aims to raise awareness of actinic keratosis and the importance of prevention and early diagnosis of non-melanoma skin cancer.**
- **Almirall is a co-founder of the initiative and also proudly supports The Skin Cancer Foundation's Champions for Change Gala.**
- **As part of its broader commitment to skin health, Almirall is also launching the awareness campaign *Skin Scouts: Observe, Detect, Act!*, to encourage people to remain vigilant for signs of sun damage and to support early prevention and regular dermatology checkups**

BARCELONA, Spain. May 18th, 2026 – Almirall, S.A. (ALM), a global pharmaceutical company dedicated to medical dermatology, reiterates its commitment to raising awareness and support for actinic keratosis (AK) through the launch of the second edition of the *Hats On For AK* campaign. Almirall is a co-founder of the campaign, a community-driven social media initiative leading up to Global AK Awareness Day on May 24.

Actinic keratosis is characterized by patches of rough, scaly skin caused by long-term sun exposure, commonly appearing on sun-exposed areas such as the face, scalp, ears, forearms, and hands. If left untreated, AK can develop into squamous cell carcinoma, a common form of non-melanoma skin cancer, underscoring the importance of early detection, patient education, and timely treatment.

First launched in 2025, *Hats On For AK* was co-founded by Almirall as a collaborative initiative designed to mobilise patients, healthcare professionals, advocacy groups, and the wider community to encourage simple and impactful interventions supporting skin health. The campaign encourages participants to wear a hat, record and share a short video on social media, and use dedicated hashtags to spread awareness about sun protection and the early signs of actinic keratosis.

As in previous editions, the 2026 campaign supports the work of The Skin Cancer Foundation with a shared mission to promote prevention, early diagnosis, and education on sun-induced skin conditions. Almirall is also participating in the Champions For Change Gala as a proud supporter.

“At Almirall, advancing skin health through prevention, awareness, early detection, and when appropriate, treatment, is a core part of our commitment to patients. Actinic keratosis is common, yet too often underestimated, despite its potential to progress if left unchecked. Through the *Hats On For AK* initiative, we aim to encourage simple, impactful actions - such as sun protection and regular skin checks—that can make a meaningful difference in long-term skin health. We're proud to work alongside patients, healthcare professionals, and advocacy partners to help raise awareness and promote early detection”, said Paul Rittman, President & General Manager, Almirall U.S.

“It's estimated that more than 58 million Americans have one or more actinic keratoses. Recent studies have shown that the risk of AKs developing into squamous cell carcinoma increases over time, from about 9 percent within four years to about 17 percent at 10 years of follow-up. Americans can do a lot to prevent AKs by adopting a comprehensive sun safety strategy that includes daily sunscreen use, seeking shade during peak sunlight hours, wearing sun-protective clothing and sunglasses and, of course, wearing a wide-brimmed hat”, said Deborah S. Sarnoff, MD, President, The Skin Cancer Foundation.

Prevention remains fundamental in the management of actinic keratosis. In addition to daily sun protection measures, regular visits to healthcare professionals are essential for identifying suspicious lesions early and ensuring appropriate treatment pathways. Through *Hats On For AK*, Almirall continues to highlight the value of collaboration in improving patient outcomes and awareness at a global level.

As part of its broader commitment to skin health, Almirall is also launching the awareness campaign *Skin Scouts: Observe, Detect, Act!* globally. The campaign will run online and on social media, and the objective is to encourage people to remain vigilant and detect signs of sun damage on themselves and others to support early prevention and regular dermatology checkups.

Join the *Hats On For AK* Initiative

During the week ahead of Global AK Day 2026 on May 24th, participants are invited to:

- Wear a hat as a symbol of sun protection
- Share a video or photo on social media
- Tag others and use the hashtags **#HatsOnForAK**, **#GlobalAKDay**, and **#ActinicKeratosis**

By taking part, individuals and organizations help amplify awareness of actinic keratosis and the importance of early intervention and prevention.

For more information about actinic keratosis and the *Hats On For AK* initiative, please visit <https://www.skincancer.org/skin-cancer-information/actinic-keratosis/>

About Almirall

Almirall is a global biopharmaceutical company dedicated to medical dermatology. We closely collaborate with leading scientists, healthcare professionals, and patients to deliver our purpose: *to transform the patients' world by helping them realize their hopes and dreams for a healthy life*. We are at the forefront of science to deliver ground-breaking, differentiated medical dermatology innovations that address patients' needs.

Almirall, founded in 1944 and headquartered in Barcelona, is publicly traded on the Spanish Stock Exchange (ticker: ALM, total revenue in 2025: €1114.5 MM, over 2100 employees globally). Almirall products help to improve the lives of patients every day and are available in over 100 countries.

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