



## Proxy service provided by the company

As a special service, **PUMA SE** offers you the opportunity of appointing employees of the company as voting proxies and giving them instructions as to how your voting rights should be exercised. These proxies are obliged to vote on each agenda item in accordance with your instructions.

Should you wish to avail yourself of this proxy service, please issue your instructions as indicated below, complete this form and return it - together with your admission card – to the following address, fax number or e-mail-address by **May 2, 2016** (date of receipt): **PUMA SE, c/o ITTEB GmbH & Co. KG, Mrs. Bettina John, Vogelanger 25, D-86937 Scheuring, Germany, fax-no.: +49(0)8195/9989664, e-mail: puma2016@itteb.de.**

### Shareholder's data:

Admission Card No.:

**Please enclose your admission card!**

Surname, First name of the shareholder: \_\_\_\_\_

Street, Postcode, City: \_\_\_\_\_

Telephone number or e-mail in case of queries: \_\_\_\_\_

### Proxy and instructions<sup>1)</sup>

I/we hereby appoint each of the persons separately provided as voting proxies by PUMA SE, Herzogenaurach, (**Mr. Jochen-Matthias Wienke (Wendelstein) and Mr. Holger Kühnke (Erlangen)**) to represent me/us – under disclosing of my/our name/names – at the Annual General Meeting of PUMA SE on **May 4, 2016** and to exercise my/our voting rights in accordance with my/our instructions and, furthermore, authorize them to appoint sub-proxies.

	Yes	No	Abstention
I/we wish to vote as indicated on all agenda items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>or</b>			
I/we wish to issue the following instructions:			
Agenda item <sup>2)</sup>	Yes	No	Abstention
2. Resolution on the appropriation of the balance sheet profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Resolution on the approval of the acts of the members of the Administrative Board (Verwaltungsrat) of PUMA SE for the financial year 2015	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Resolution on the approval of the acts of the Managing Directors (geschäftsführende Direktoren) of PUMA SE for the financial year 2015	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Appointment of the auditors for the audit of the annual financial statements and consolidated financial statements for the financial year 2016	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Election of an Administrative Board member – Ms. Béatrice Lazat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<sup>1)</sup> The following instructions refer in each case to the proposals of the company's administration in the invitation to the Annual General Meeting published in the Federal Gazette (Bundesanzeiger).

<sup>2)</sup> Only one box should be ticked for each agenda item respectively per line. In case no instructions or unclear or mistakable instructions are given, the proxy is invalid to this extent and the voting proxies will abstain from voting.

Please note that by appointing voting proxies provided by the company you are precluded from voting on motions concerning procedures in the Annual General Meeting, on counter-motions proposed in the Annual General Meeting or on any other motions not notified in advance of the Annual General Meeting. Please note that you can only send a proxy concerning your votes; other matters such as raising an objection to minutes or the submission of motions cannot be dealt with by proxy.

\_\_\_\_\_  
Place, date

\_\_\_\_\_  
Signature

**Important:**

Should you wish to avail yourself of the proxy service provided by the persons appointed by PUMA SE, Herzogenaurach (**Mr. Jochen-Matthias Wienke (Wendelstein) and Mr. Holger Kühnke (Erlangen)**), it is obligatory that you obtain an **admission card** from your custodian bank that notified you of the Annual General Meeting of PUMA SE and that you return it - together with this proxy/instruction form - to the address mentioned above and/or overleaf.

The timely registration for the Annual General Meeting and provision of evidence of the shareholding does entitle you, also after a voting proxy has been granted to the voting representatives, to participate in the Annual General Meeting and to exercise the right to vote. In this case it is indispensable that the voting proxy is withdrawn in text form. In the event that no withdrawal of the voting proxy in text form has been provided or is presented the latest at the time of your or an authorized third person's personal registration at the Annual General Meeting registration desks, the voting proxy granted to the voting representatives of the company and the respective voting instruction will remain in full force and effect.

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**Should you decide to avail yourself of the company's proxy service:**

Please return to:

PUMA SE  
c/o ITTEB GmbH & Co. KG  
Ms. Bettina John  
Vogelanger 25

fax-no.: +49 (0) 8195/9989664  
e-mail: [puma2016@itteb.de](mailto:puma2016@itteb.de)

D-86937 Scheuring