



CURRICULUM VITAE

Lars Sørensen

Chief Operating Officer PUMA SE

Based at the PUMA Headquarters in Herzogenaurach, Germany, Lars Sørensen has been responsible for Operations as well as Supply Chain Management, Logistics and IT since 1 August 2014.

The Danish native joined PUMA in November 2013 as Global Director Business Processes and Intelligence as well as Information Technology. In this role, he was responsible for the strategic direction of PUMA's global information technology with special regards to IT business solutions, business processes (e.g. SAP) and business intelligence projects.

He is an experienced industry expert and has previously held senior roles at Esprit, Adidas and Lego. Prior to PUMA, Sørensen was COO at the Danish apparel company Bestseller.

Sørensen graduated from the University of Aalborg in Denmark with a Masters in Strategy and Leadership.

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PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>