



Brand Strategy

In the context of PUMA's Phase IV, characterized by category and geographic expansion, our brand mission is to develop an iconic brand that resonates across a broadening spectrum of consumers. By maintaining a connection with our core values of inclusiveness, innovative design, sophistication, and individuality, PUMA will consistently set the bar for what it means to be the most desirable Sportlifestyle brand in the world.

In 2007, this strategy was executed by the balancing of credible performance advances in categories such as Running and Motorsport, where PUMA partners enjoyed resounding victories, and brand-defining concepts such as "I'm Going" and "Urban Mobility".

2008 promises to play to PUMA's historic strengths and offers many chances and opportunities with its major global sports events. We already kicked off the year successfully with the African Cup of Nations in Ghana where PUMA sponsored nine out of 16 teams and won the title through Egypt's victory for the sixth time.

With our unique product innovations and marketing visibility we will again take part in the European Championships, the Olympics and the Volvo Ocean Race which marks our launch into the sailing category.

Running parallel to these stories, PUMA will unite a broader set of products and categories under the "Sportlifestyle" brand campaign, continuing to define our design-driven and sophisticated identity.

In short, 2008 will embody the very best of the world's most desirable Sportlifestyle brand.

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