



S.A.F.E.

Social Accountability + Fundamental Environmental Standards

The PUMA S.A.F.E. Concept:

The protection of the environment through environmentally friendly production in accordance with the established social standards has become a vital and important topic in every industry as well as in society in general. As one of the leading manufacturers of sporting goods, PUMA AG is committed to abide and lead by example in these environmental issues.

The PUMA S.A.F.E. Concept creates a symbiotic relationship between our environment, employees, business partners and other stakeholders. In essence, S.A.F.E. highlights PUMA's longstanding commitment to being a responsible corporate citizen.

The S.A.F.E. concept is founded on four cornerstones:

:: S.A.F.E. Standards



By rigorously enforcing the principles listed above, PUMA is able to ensure that labour is not exploited and that production methods are continuously revised.

In 2005 PUMA has issued its new sustainability report "Momentum". The report is published in accordance with the 2002 guidelines of the Global Reporting Initiative (GRI) - a first in the sporting goods industry. The guidelines of the GRI are a comprehensive and demanding set of non-financial guidelines.

On a total of 46 pages PUMA presents its extensive activities in the area of Corporate Social Responsibility and for the first time publishes the results of its internal audits. In the report PUMA clearly outlines the course it intends to follow in the near future. The title of the third report, "Momentum", indicates that PUMA has been and will be following the path toward sustainable business practices.

PUMA's unwavering dedication to the principles laid out in the S.A.F.E. policy has already earned us the 2002 Corporate Ethics Award from the European Business Ethics Network, Germany.

Additional information can be found at www.puma.com

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