



Corporate Values

PUMA plans to evolve the organization through the fostering of unique company values, all compatible with the personality of the brand. These can be best summarized in four words: Passion, Openness, Self-belief and Entrepreneurship.

Passion

PUMA is not a business that manufactures and sells soap powder or ballpoint pens or instant coffee. It is a business rooted in the passionate world of sporting endeavour. The history of the brand resonates with the echoes of great athletes and legendary performances, celebrated in stadiums across the globe. PUMA makes products designed to facilitate the individual achievements that evoke the most passionate responses.



Openness

Today's marketplace is one of the most fast changing and dynamic on the planet. To respond quickly and effectively in this environment demands a culture of openness, where opinions can be shared without fear of blame and where old wisdom can be questioned without the fear of antagonism. In this culture, respect and understanding flourish naturally, teamwork flows seamlessly, barriers dissolve and a much over-used word, empowerment, takes on real meaning.

Self-belief

Global businesses face new challenges every day. It is the quality of the people in these businesses and their belief in their own abilities that enable these challenges to be overcome. PUMA's recognition of this is reflected in its determination that everyone in the company understands and embraces the company values, as well as benefits from the experience and integrity of their colleagues. Only with self-belief will individuals have the confidence to make things happen, take the tough decisions and realise their ambitions for themselves and, ultimately, for the business.



Entrepreneurship

Few businesses succeed without great ideas. PUMA has been built on them and needs them to flow relentlessly hour by hour, day by day. This demands a willingness to think outside the box, to zig where others zag and to seek inspiration beyond the more obvious boundaries of our business universe. Such creativity has inspired the PUMA brand strategy. It will also be needed to make it a reality.

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