



## Company History

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### 1924

- Foundation of Gebrüder Dassler Schuhfabrik, Herzogenaurach, Germany.

### 1936

- Competing at the Berlin Olympic Games, American hero Jesse Owens wins four Gold medals wearing Dassler shoes. During the Games, almost every member of the German Football team wears Dassler shoes. In total, seven Gold and five Bronze medals as well as two world and three Olympic records are won and set by athletes wearing Dassler shoes.

### 1948

- PUMA Schuhfabrik Rudolf Dassler is founded.
- Introduction of the PUMA ATOM, PUMA's first football shoe.

### 1949

- Rudolf Dassler starts developing and producing football boots with screw-in studs.

### 1950

- On-going development of the football boot with screw-in studs in cooperation with football experts such as Sepp Herberger (German national coach).
- In the first post-war football match, several members of the West German national football team wear PUMA boots, including the scorer of West Germany's first post-war goal, Herbert Burdenski.

### 1951

- First tests of the SUPER ATOM.

### 1952

- Josef Barthel of Luxembourg wins PUMA's first Olympic Gold (1500m) in Helsinki, Finland and the US-women relay team wins Gold for the 4x100m – all wearing PUMA.
- Production of the SUPER ATOM.
- At the start of the season, the SUPER ATOM is being distributed to top players and selected stores.
- The SUPER ATOM is worn for the first time by top players of the clubs Borussia Dortmund (10 players), Eintracht Frankfurt (1 player), VfB Stuttgart (9 players) as well as 1. FC Kaiserslautern (7 players). Among others, the players wearing the SUPER ATOM for the first time are Horst Eckel und Werner Liebrich, who, due to their excellent performance in the field, advance into the German national team.

### 1953

- Advertisement campaign „Deutschlands Fußball-Elite“ (Germany's football elite) accompanying the successful launch of the SUPER ATOM.
- Development and first tests of the enhanced version BRASIL.

### 1954

- In Yokohama, West Germany's Heinz Fütterer sets a new 100m world record sporting PUMA shoes.
- Launch of BRASIL with top football players of the club Hannover 96.
- In May, during the finals of the German football championships, Hannover 96 wins against 1. FC Kaiserslautern in Hamburg and is crowned the Champion of the German



- premier league that season. Eight out of eleven champions wear the PUMA screw-in stud boots BRASIL.
- Launch of the advertisement campaign „So war es in Hamburg“ (“That’s what it was like in Hamburg”).
- 1958**
- Swedish and Brazilian national team football players, competing at the World Cup in Sweden, wear PUMA shoes sporting PUMA’s signature formstrip for the first time.
- 1959**
- The company is transformed into a limited partnership, registered under PUMA-Sportschuhfabriken Rudolf Dassler KG.
- 1960**
- West Germany’s Armin Hary wins the 100m sprint at the Olympic Games in Rome wearing PUMA track shoes. PUMA is the first sports shoe manufacturer to use the technologically advanced vulcanization production technique.
- 1962**
- Pelé, for the second time in a row, wins a World Cup in PUMA boots, in Chile.
- 1964**
- Belgium’s Gaston Roelants (3000m steeplechase), Great Britain’s Mary Rand (long jump) and Ethiopia’s Abebe Bikila (marathon) win Gold medals wearing PUMA at the Tokyo Olympic Games.
- 1966**
- At the World Cup in England, PUMA KING football shoes are sported by Portuguese superstar Eusebio, top scorer and “Player of the Tournament”.
- 1968**
- Four PUMA athletes win Gold medals at the Olympic Games in Mexico: Tommie Smith (200m), Lee Evans (400m/4 x 400m), Willie Davenport (110m high hurdles) and Bob Seagren (pole-vault).
  - Wearing PUMA track shoes, Jim Hines is the first man to run the 100m sprint in less than 10 seconds.
  - PUMA is the first manufacturer to offer sports shoes with Velcro® fasteners.
- 1969**
- Quarterback Joe Namath leads the New York Jets (American football team) to Super Bowl III, wearing PUMA shoes.
- 1970**
- Pele – again “Player of the Tournament” – wears PUMA KING boots and helps Brazil to his and his country’s third World Cup title by beating Italy in the Mexico finals.
- 1972**
- At the Munich Olympics, PUMA Gold medal winners are Mary Peters, USA (pentathlon), John Akii-Bua, Uganda (400m hurdles), Randy Williams, USA (long jump) and Klaus Wolfermann, (West) Germany (javelin).
- 1973/76**
- America’s Dwight Stones sets three world records in the men’s high jump in PUMA shoes.

**1974**

- At the World Cup in Germany, “Player of the Tournament” and Dutch legend Johan Cruyff wears PUMA football boots. Cruyff also wins the prestigious “European Footballer of the Year” award for the second year in a row.

**1976**

- PUMA introduces the revolutionary S.P.A. technology.

**1977**

- Argentina’s tennis player Guillermo Vilas wins the French and US Open tennis tournaments wearing PUMA.
- PUMA athlete Allan Simonsen – player for the Danish national team and German football club Borussia Mönchengladbach - is voted “European Footballer of the Year”.

**1978/79**

- Guillermo Vilas wins the Australian Open wearing PUMA.
- Argentina’s football player Mario Kempes leads his country on home soil to its first World Cup triumph. Kempes is top scorer of the tournament and wears PUMA shoes together with nine other players on the winning team.

**1979/81**

- America’s Renaldo Nehemiah sets three world records in the 110m hurdles, wearing PUMA spikes.

**1981**

- American football star Marcus Allen of the Oakland Raiders is one of many NFL stars who wears PUMA shoes.

**1982**

- Italy’s winger Bruno Conti wears PUMA shoes during the World Cup in Spain and is an integral part of the winning team.
- Diego Maradona of Argentina plays his first World Cup tournament in PUMA boots.
- Armin A. Dassler invents the PUMA DUOFLEX sole.

**1983**

- American track star Sydnee Maree sets a new 1500m world record in PUMA spikes.

**1984**

- Evelyn Ashford wins two Gold medals (100m/4 x 100m) in PUMA spikes at the Olympic Games in Los Angeles.

**1984-87**

- Tennis player Martina Navratilova (Czech Republic and later the US) wins Wimbledon wearing PUMA shoes and sportswear.

**1985**

- German tennis player Boris Becker wins Wimbledon, wearing PUMA shoes and playing with a PUMA racket. He has been the youngest and only unseeded player to win this prestigious event until today.



#### **1986**

- The company PUMA goes public and the PUMA stock is traded on the Munich and Frankfurt stock exchanges.
- Argentinean football player Diego Maradona leads his country to the World Cup title. Wearing PUMA football boots, Maradona scores the “famous Hand of God” goal as well as the spectacular solo effort which will later officially be voted Goal of the Century by FIFA. Maradona is voted “Player of the Tournament”.

#### **1988**

- PUMA team Werder Bremen wins the German Football Championship.

#### **1989**

- PUMA launches its TRINOMIC sport shoe system.

#### **1990**

- PUMA presents INSPECTOR, a system for children’s shoes; the mid-sole window enables growth to be monitored.
- PUMA athlete, German midfielder Lothar Matthäus captains Germany to the country’s first World Cup title since 1974. He is then voted “European Footballer of the Year”, “World Footballer of the Year”, and “World Sportsman of the Year”.

#### **1991**

- PUMA introduces its high-tech PUMA DISC SYSTEM sports shoe.
- PUMA enters into an exclusive partnership with Pittards, a premier leather manufacturing company based in England.

#### **1992**

- PUMA sponsored football team, Werder Bremen, wins the UEFA European Winners Cup in Lisbon.
- At the Barcelona Olympics, Heike Drechsler (long jump), Dieter Baumann (5000m), both of Germany, and Great Britain’s Linford Christie (100m) all clinch Gold medals wearing PUMA spikes.
- PUMA increases its capital by DM 20 million; share capital amounts to DM 70 million.

#### **1993**

- Jochen Zeitz is appointed Chairman and CEO.
- Phase I of PUMA’s long-term corporate development plan is initiated whereby the aim is to restructure the company and establish a solid financial footing.
- Proventus/Aritmos B.V. become majority shareholder.
- At the Track and Field World Championships in Stuttgart, Germany’s Heike Drechsler, Jamaica’s Merlene Ottey, Linford Christie and Colin Jackson (both of UK) - together “PUMA’s Fantastic Four” - all win Gold medals. Colin Jackson (110m hurdles) also sets a new world record 12.91s that has not been broken until today.
- PUMA team Werder Bremen wins the German Football Championship.

#### **1994**

- Merlene Ottey and Colin Jackson set indoor world records, over the 50m dash and the 60m high hurdles respectively.
- PUMA’s successful grass root initiative, Street Soccer, is born.
- PUMA registers a profit for the first time since its IPO in 1986.
- Argentinean statement team and PUMA partner Velez Sarsfield (as reigning South American Copa Libertadores Champions) win the World Club Championship in Tokyo by beating A.C. Milan 2-0.



#### 1995

- Within one hour of each other, Linford Christie sets two indoor sprint records wearing PUMA spikes during the 60m (6.47 sec.) and 200m (20.25 sec.) races.
- At the World Championships in Göteborg, Great Britain's Jonathan Edwards clinches Gold and sets a new world record (18.29m, which still stands) in the triple jump. Merlene Ottey takes Gold in the 200m sprint.
- Spanish PUMA team Real Saragossa wins the UEFA European Cup Winners' Cup.

#### 1996

- PUMA presents its PUMA CELL technology, the first foam-free midsole.
- PUMA acquires its licensee in North America and establishes "PUMA North America, Inc." as a wholly-owned subsidiary.
- PUMA AG is included in the German mid-cap index M-Dax.
- PUMA introduces a new Pittards leather - Pittards Soccer 2000 - developed exclusively for the KING boot. This new generation of the KING boot is first unveiled at EURO '96 in England. Wearing the boot at its debut, the Czech team reaches the finals.
- PUMA Team Atletico Madrid wins the Spanish Football League and Cup titles.
- PUMA celebrates the 2nd Street Soccer Cup Final in London, England, with a record-breaking 28 countries participating.

#### 1997

- Phase II of PUMA's long-term development plan starts. Its aim is to reposition the brand through investment in marketing and product development.
- PUMA's new Italian subsidiary starts operations.
- PUMA's first joint venture is established in Chile.
- PUMA achieves the fourth consecutive record result in operations.
- The US film and production company Monarchy/Recency Enterprises acquires shares from Proventus AB and increases its shareholding in PUMA to 25 %. Thus, it becomes the company's new majority shareholder.
- PUMA CELL Football: the first football shoe to feature cushioning technology without featuring a midsole is unveiled.

#### 1998

- As the first sports brand, PUMA merges sports and fashion and enters a co-operation with designer Jil Sander. PUMA and Jil Sander jointly launch a footwear collection.
- PUMA signs a sponsoring agreement with Serena Williams and also officially sponsors the Corel WTA Tour.
- PUMA successfully places products in Hollywood movies such as "City of Angels".
- In football, PUMA boots appear on the feet of 23% of the players that make an appearance at the World Cup in France.
- PUMA partners up with North Carolina super basketball talent Vince Carter who will soon go on to join Toronto Raptors in the NBA draft.

#### 1999

- PUMA acquires its licensee PUMA UK from Dunlop Slazenger and turns it into a wholly-owned subsidiary.
- PUMA signs boxing star Oscar De La Hoya and French striker Nicolas Anelka who becomes the world's second most expensive football player.
- At the IAAF World Championships in Athletics held in Maebishi, Japan, Colin Jackson wins the 60m hurdles race. Jamie Baulch wins the 400m event.
- Four PUMA track and field stars take the World Champion title in the IAAF World Championships in Sevilla, Spain: Colin Jackson (110m hurdles), Wilson Kipketer, Denmark (800m), Christopher Kosgei, Kenya (3000m steeplechase), Tsiamita Paraskevi,



- Greece (triple jump), and Noah Ngeny, Kenya, break the world record for the 1000m in 2:11.96.
- American boxer and PUMA athlete Oscar De La Hoya defeats Oba Carr and Ike Quartey and adds two more victories to his professional record.
  - With the support of LogoAthletic, PUMA returns to American Team Sports and becomes the official on-field supplier of the U.S. National Football League (NFL). PUMA also outfits nine teams of the National Basketball Association (NBA).
  - PUMA opens its first Concept Store in Santa Monica, California.
  - Serena Williams wins her first Grand Slam tournament, the U.S. Open, by beating Martina Hingis.
  - PUMA team S.S. Lazio wins the last UEFA European Cup Winners Cup in Birmingham and later clinch the European Super Cup by beating Manchester United in Monaco.
  - PUMA basketball star Vince Carter is named NBA "Rookie of the Year".

## 2000

- Model Christy Turlington and PUMA jointly launch the Nuala yoga-inspired collection.
- PUMA enters a partnership with Porsche and Sparco to produce fireproof footwear for racecar fans.
- PUMA launches its first online store on [www.puma.com](http://www.puma.com).
- PUMA triumphs in Italy as statement team S.S. Lazio wins a league and cup treble (Serie A, the Italian Cup and the Italian SuperCup).
- In football, PUMA team Cameroon goes on to win the Africa Cup in a dramatic fashion beating Nigeria on penalties in Lagos. Six months later, they win their country's first ever Olympic Gold medal in Sydney.
- Greek sprinter Konstantinos Kenteris (200m) and Kenyan mid-distance specialist Noah Ngeny (1500m) – both PUMA athletes - win Gold at the Sydney Olympic Games.

## 2001

- PUMA continues to strengthen its portfolio of partnerships by teaming up with Jordan Grand Prix to enter the world of Motor Racing.
- PUMA announces the acquisition of Scandinavia's Tretorn Group. The acquisition enables PUMA to gain a stronger foothold in the Scandinavian market and to allow the company to regain its own distribution rights in that area.
- PUMA launches an international joint line of footwear with Japanese designer, Yasuhiro Mihara.
- PUMA unveils its 2002 World Cup Football advertising campaign featuring Cameroon's National team.
- Serena Williams advances to the U.S. Open semi finals to participate in an "All-Williams" final.
- Greece's sprinter Konstantinos Kenteris continues to dominate the 200m and secures another Gold medal at the Edmonton World Championships.
- PUMA statement player, El Hadji Diouf (Senegal), is named "African Footballer of the Year".
- PUMA signs Travis Pastrana, world champion motocross racer, respected for his mastery of three different motocross disciplines: freestyle, supercross and outdoor.

## 2002

- 2002 marked the beginning of Phase III of PUMA's long-term development plan. Phase III aims to further explore the potential of the brand by generating desirable and profitable growth.
- The new CELLERATOR football boot, SHUDOH is launched.
- Cameroon wins the Africa Cup, wearing PUMA's revolutionary sleeveless jersey.
- PUMA and Serena Williams unveil the 2002 Serena Williams Tennis Collection.



- Serena Williams wins the French Open wearing a sleeveless tennis dress in support of the Cameroon Football Team at the World Cup.
- Serena Williams wins Wimbledon and attains, for the first time, a number one ranking.
- Serena Williams wins the U.S. Open wearing a black PUMA catsuit.
- PUMA launches 96 HOURS.
- Motocross athlete Travis Pastrana takes the Gold medal at the Gravity Games by completing seven backflips.
- PUMA's Nuala collection launches the Christy bag, a limited edition yoga mat bag created in collaboration with designer Marc Jacobs.
- PUMA debuts limited edition Top Winner Thrift, 510 pairs of one-of-a-kind shoes created from vintage clothing.
- PUMA signs agreements with both the Jamaican Olympic Federation and the Jamaican Athletics Association.
- France's Robert Pires is named "Footballer of the Year" in England after an incredible season with Arsenal.
- PUMA signs Italy's number one Gianluigi Buffon, the world's most expensive goalkeeper, as he transfers from Parma to Juventus.
- At the Korea/Japan World Cup, PUMA player El Hadji Diouf is selected for the FIFA World Cup All Star Team and Korea's Jung Hwan Ahn tantalizes a whole world by eliminating Italy with a "Golden Goal" to secure a place for the host country in the semi-finals.
- Spain's Chema Martinez (10.000m), Denmark's Wilson Kipketer (800m) and Greece's Konstantinos Kenteris (200m) all win Gold at the European Championships in Munich.
- PUMA announces the partnership with the Italian National football team.

## 2003

- The Jamaican sponsorship comes to life on TV and in print with the spring brand campaign.
- PUMA signs on as the official supplier of apparel and footwear to the FIA World Rally Championship, WRC.
- PUMA establishes PUMA Japan K.K. as a subsidiary, taking Japanese Footwear and Accessories business from its former licensee.
- PUMA's majority shareholder Monarchy/Regency sells its shareholdings in PUMA to a broad base of institutional investors in a successful transaction. Since its foundation in 1948 it is the first time that PUMA AG operates without a majority shareholder.
- PUMA launches Paintura Pitch through the partnerships of artisan groups Stoique and Scrawl Collective produce exclusive, one-of-a-kind footballs and jerseys.
- PUMA launches *4some*, a new European cross training event for women.
- Shanghai Tang becomes a PUMA partner for the creation of SHUDOH TANG in support of the Women's World Cup.
- Extreme athlete Travis Pastrana furthers his string of wins by taking the Gold at the X-Games.
- PUMA announces a partnership with Neil Barrett.
- Fashion photographer, Juergen Teller, shoots the fall 2003 brand campaign HELLO.
- PUMA and BMW WilliamsF1 Team sign a multi-year contract and PUMA becomes the official supplier.
- PUMA presents a TV advertising campaign to support the launch of the new Cameroon football kit for the 2004 African Cup of Nations.



## 2004

- PUMA announces a collaborative partnership with world-renowned designer Philippe Starck.
- PUMA and the Mild Seven Renault F1 Team sign a multi-year contract.
- PUMA introduces the revolutionary All-In-One 'UniQT' for the Cameroon football team at the 2004 African Cup of Nations. The new 'UniQT' is the successor of the groundbreaking PUMA sleeveless shirt worn by the Cameroon team in the 2002 African Cup of Nations.
- PUMA and designer Neil Barrett present the new 2004 Italian National Team kit. Named creative director of PUMA's Italia Collection in 2003, Neil Barrett provided the creative vision of the new playing kit and personally designed the official formalwear for the team.
- At the Olympic Games in Athens, Jamaica's women relay teams win Bronze for the 4x400m and Gold for the 4x100m relay.
- PUMA and Ferrari Spa announce that they have signed a multi-year contract, which becomes effective on January 1, 2005. PUMA becomes the official licensee of replica and fan merchandise as well as supplier of Scuderia Ferrari Marlboro, the most successful Formula 1 team of all times.
- PUMA becomes the official supplier of racing shoes to Michael Schumacher.

## 2005

- PUMA announces the signing of the Swedish Athletic Association. The agreement commences in January and names PUMA the official apparel supplier for the national team at all major events.
- PUMA announces a new partnership with football legend Pelé. A brand initiative will position Pelé as the brand's football ambassador while PUMA's active players promote the brand's technical football range on the pitch.
- Mayfair Vermögensverwaltungsgesellschaft mbH acquires a total of 16.91% shareholding in PUMA AG Rudolf Dassler Sport.
- PUMA and the Moroccan Athletic Association sign a long-term contract.
- PUMA is informed by Mayfair Vermögensverwaltungsgesellschaft mbH and Beteiligungsfondsgesellschaft I mbH that on September 6, 2005 the share of voting rights of Mayfair Vermögensverwaltungsgesellschaft mbH and Beteiligungsfondsgesellschaft I mbH has passed the threshold of 25%. With 4,256,085 shares, Mayfair now holds a total of 25.27% in PUMA.

## 2006

- PUMA launches Phase IV of its long-term oriented business plan. In Phase IV, Company Expansion, PUMA has the long-term mission of becoming the most desirable Sportlifestyle company.
- To kick-off Phase IV PUMA starts majority owned Joint Ventures together with former license partners in Japan (apparel business), China/Hong Kong, Taiwan and Argentina and Turkey and founds fully owned subsidiaries in India and Dubai for the Middle East region.
- In March, PUMA launches its new Golf collection. PUMA Golf offers performance footwear, apparel and accessories and select lifestyle pieces for men and women that enhance game and style.
- PUMA and the charity campaign United for Africa announce the start of their joint partnership.
- PUMA is with twelve teams the dominant kit supplier at the World Cup in Germany: Italy, Czech Republic, Poland, Switzerland, Paraguay, Saudi Arabia, Iran, as well as the five African teams Ghana, Angola, Togo, Ivory Coast, and Tunisia. PUMA has gained brand visibility throughout 56% of the tournament, making PUMA the most prominent brand in terms of visibility.



- For the first time in company history, a PUMA sponsored national team wins the World Cup championship: The Squadra Azzura from Italy beats France 5:3 after penalty shoot outs on July 9<sup>th</sup> in Berlin and is crowned World Cup champion for the fourth time.
- PUMA is one of the main sponsors of the Athletic European Championships in Göteborg for the first time.
- PUMA is being included in the Dow Jones Sustainability Index on September 18th. The S.A.F.E. concept is a specific tool PUMA developed to continuously improve social and environmental standards
- PUMA announces collaboration with world renowned Dutch designer Marcel Wanders.
- With the opening of a new store in Manhattan's Union Square, PUMA introduces the launch of the new PUMA store design.
- PUMA and Ducati, the world's premier motorcycle manufacturer and one of the top Moto GP teams announce a new cooperation.
- PUMA forms an alliance with the American photographer David LaChapelle.
- PUMA and the Cameroon Football Association (FÉCAFOOT) have announced a long-term extension to their partnership initiated back in 1997.

## 2007

- PUMA and the Moroccan Royal Football Federation – Fédération Royale Marocaine de Football announce a long-term partnership.
- PUMA becomes the official supplier of all four Red Bull Motorsport teams: Red Bull Racing, Scuderia Toro Rosso, Red Bull Nascar and Red Bull Air Race.
- PUMA announces that it will enter the Volvo Ocean Race 2008-09 with its own boat. In addition, PUMA will be the official supplier and the official licensee of replica merchandise for the offshore ocean race. The race will begin in October 2008 in Alicante, Spain and will end in June 2009 in St. Petersburg. By joining the race, PUMA has entered a new premium category and is the first Sportlifestyle company to participate in a venture of this kind.
- PUMA signs a sponsorship deal with the Namibian Football Association.
- The Board of Management announces in approval with the Supervisory Board to execute a cancellation of its own shares. The share capital will be reduced by 3,251,200.00 EUR (representing 1,270,000 shares or approximately 7.4% of the previous share capital) from 44,118,307.84 EUR to 40,867,107.84 EUR.
- Mayfair Beteiligungsfondsgesellschaft, Hamburg, sells its stake in PUMA representing approximately 25.14 % to SAPARDIS S.A., a subsidiary of PPR S.A., Paris, for the price of EUR 330 per share. SAPARDIS also submits a voluntary public take-over offer to the other shareholders of PUMA for the same price of EUR 330 per share.
- PUMA takes back its license in South Korea and serves the market directly through its 100% subsidiary PUMA Korea, effective January 1, 2008.
- Melody Harris-Jensbach will be appointed Deputy CEO of the PUMA Board of Management on January 1<sup>st</sup> 2008.
- SAPARDIS S.A. owns a total of 62,1% of all PUMA votes after the closure of the takeover offer (July, 11).
- As of June 16<sup>th</sup> François-Henri Pinault, Jean-François Palus and Grégoire Amigues have moved into the supervisory board. On June 19<sup>th</sup>, the supervisory board appoints François-Henri Pinault unanimously as its chairman.
- Jochen Zeitz is appointed as a member of the Board of Directors of Harley Davidson.
- Jochen Zeitz is appointed as a member of the Executive Committee and non-voting member of the Board of Directors of PPR.
- PUMA enters into a long-term partnership with the organization Peace One Day.
- PUMA appoints Stefano Caroti who will take on the responsibility for the new function of Chief Commercial Officer (CCO) and will be appointed Member of the PUMA Board of Management as of August, 2008. As of January 2008 Reiner Seiz and Antonio Bertone



- have been appointed as Deputy Members of the Board of Management. Seiz as Chief Supply Chain Officer (CSO) and Bertone as Chief Marketing Officer (CMO).
- In September PUMA announces the extension of the contract of Jochen Zeitz, Chairman and CEO, ahead of schedule for the following five years until 2012.
  - PUMA issues its new Sustainability Report 2005/2006, which was verified and certified by German Technical Service and Assurance Provider TÜV for the first time. PUMA's Sustainability Report obtained the best GRI application level (A+) – as the first company in the sporting goods industry.
  - In November the ground breaking ceremony of PUMA's new headquarters PUMA Plaza in Herzogenaurach takes place.
  - PUMA announces the set up of the 100% owned subsidiary PUMA SPORTS ROMANIA from January 1<sup>st</sup> 2008.
  - PUMA establishes the 100% owned subsidiary PUMA SPORT HRVATSKA in Zagreb.

## 2008

- As leading supplier of the 2008 Africa Cup, PUMA outfits nine of the 16 teams.
- PUMA and the Ghana Football Association (GFA) announce a multi-year extension of their successful partnership through the 2014 FIFA World Cup.
- The Egyptian Football National Team wins the Africa Cup. For the 6th time, a PUMA Team wins the title.
- PUMA and the Fédération Ivoirienne de Football (FIF) continue the successful partnership through the 2014 FIFA World Cup.
- PUMA extends the contract with the Swedish Athletic Association until the end of 2012.
- PUMA appoints Hussein Chalayan, global designer, artist and film maker, as the Creative Director for PUMA, responsible for designing, creating and developing the sport fashion collections of the brand. PUMA also acquired a majority stake in Chalayan's business and brand Hussein Chalayan.
- PUMA and the Swiss Football Association (SFV) announce a multi-year extension of their successful partnership, which was first initiated in 1998, through the 2010 World Cup and beyond the 2012 European Championships.
- Presentation of the new racing boat for the Volvo Ocean Race 2008 – 2009 in Boston Harbor, which was christened "il Mostro" by actress Salma Hayek on May 12<sup>th</sup>.
- Giorgio Belloli is appointed as CEO of the PUMA subsidiary Hussein Chalayan.
- PUMA by Mihara Yasuhiro launches its new sport-fashion apparel collection that complements the PUMA by Mihara Yasuhiro footwear.
- PUMA athlete Usain Bolt breaks the world record, when he clocks 9.72 seconds in the 100 metres in New York City on May 31<sup>st</sup>.
- PUMA sponsors five national teams at the European Football Championship 2008 including the World Champion Italy as well as the host nations Austria and Switzerland.
- The licensing contract for socks and new licensing contract for bodywear with Dobotex is extended.
- PUMA sponsors 16 national teams at the Olympic Games 2008 in Beijing.
- PUMA's outstanding athlete "Lightning" Bolt sets a new 100m world record at 9.69 seconds, smashing his own mark from May this year, and sprinted 200m in a world record time of 19.30 seconds, beating Michael Johnson's 1996 record by two hundredths of a second. He won his third gold medal as Jamaica shattered the world record at 4 x 100m relay in 37.10 seconds.
- PUMA and Sergio Rossi initiate a collaboration and launch a capsule collection of women's footwear during the Milan fashion week.
- PUMA and the global organization Peace One Day celebrate the "International Day of Peace" on September 21<sup>st</sup>.
- PUMA and German premier league football club VfB Stuttgart continue their successful partnership by signing a multi-year extension of the agreement until 2015.



- PUMA produces for the first time footballs - bearing the fair trade certification mark – in order to endorse a campaign focusing on the prevention of juvenile delinquency in South Africa.
- PUMA and the Egyptian Football Association announce a multi-year extension of their successful partnership beyond the 2014 FIFA World Cup in Brazil.
- PUMA becomes majority shareholder of Dobotex as of January 1, 2009.

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