



## **Jochen Zeitz**

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### **Chairman and CEO PUMA AG**

Jochen Zeitz, born on 6th of April 1963 in Mannheim, Germany was appointed Chairman and CEO in 1993. His main priority is to oversee Marketing & Sales and Human Resources.

Breaking from his family's tradition of studying medicine, Zeitz attended the European Business School. In 1986, he graduated with a degree in International Marketing and Finance, which he earned studying in Germany, France, and the United States.

After beginning his professional career with Colgate-Palmolive in New York and Hamburg, Zeitz joined PUMA as Business Manager of Marketing Footwear in 1990. In 1991, Zeitz became Head of Marketing, and after holding the title of Vice President of International Marketing and Sales for just a few months, he was appointed Chairman and CEO. At the age of 30, Zeitz became the youngest Chairman in German history to head a company listed on the German Stock Exchange.

Since his appointment in 1993, Zeitz has spearheaded the worldwide restructuring of PUMA. The first major milestone of this process was reached within his first year as CEO, when Zeitz delivered the company's first profitable performance since 1986. Subsequently, 1997 marked PUMA's fourth consecutive year of record earnings as well as the company's addition to the M-DAX index, where PUMA is listed as one of Germany's top stocks.

In 1993 Zeitz launched Phase I of PUMA's long-term business plan. As part of Phase I PUMA's worldwide organization was restructured in order to build up a profitable business and a solid financial basis for the future. The fall of 1997 marked the beginning of Phase II of the corporate development plan. This chapter, based on aggressive investment in marketing, product and infrastructure, served to reinforce PUMA's image. To better strengthen the brand visibility, Zeitz initiated the reacquisition of PUMA's licensing rights in North America and created a network of subsidiaries in key international markets. In 2002 PUMA introduced Phase III, the next phase of the long-term corporate development plan. The goals of Phase III were to further explore the brand potential by increasing the brand's desirability and turning it into profitable growth.

Under the leadership of Jochen Zeitz PUMA kicked-off Phase IV of its long-term oriented business plan at the beginning of 2006, in which PUMA will reinforce its position as one of the leading multi-category Sportlifestyle brands.

In Phase IV, Company Expansion, PUMA has the long-term mission of becoming the most desirable Sportlifestyle company. To achieve this goal, PUMA will adhere to a clear set of guiding principles: Desirability, Sustainability, Product Lifecycle Management, Corporate Values, Organizational Excellence and Value Creation. With these principles, among others, PUMA will drive Phase IV and focus on three areas: Category Expansion, Regional Expansion and Non-PUMA Brand Expansion.

PUMA has kicked-off Phase IV in the World Cup year 2006, marked by a significant increase of brand investments, in particular into marketing, sales (including own retail) as well as product development and design.



Thanks to his initiative to sign the Italian National Football Federation, PUMA was able to claim its first World Cup victory in the history of the company with the team of Italy winning the trophy for the 4th time.

Jochen Zeitz discovered his great interest for the African continent many years ago. Africa plays an important role for PUMA as well, as the company is currently the dominant kit supplier of African football national teams. Furthermore, PUMA has been supporting the development of the African football for many years. PUMA will once again be one of the most dominant brands at the World Cup 2010 hosted in South Africa.

In August 2007, Jochen Zeitz was appointed as a member of the Board of Directors of Harley-Davidson, Inc. Zeitz becomes the first European Manager to join the Board of Directors of the US premier motorcycle manufacturer that now comprises 11 members. Moreover, Zeitz was appointed as a member of the Executive Committee and non-voting member of the Board of Directors of PPR in September 2007.

Also in September 2007, PUMA's Supervisory Board extended Zeitz' contract as Chairman and CEO ahead of schedule for another five years until 2012.

#### **Personal Awards Jochen Zeitz**

- **"2001 Entrepreneur of the Year"**  
Zeitz was named the "2001 Entrepreneur of the Year" by the financial publishing division of Axel Springer Verlag, the leading European publishing house.
- **"Player of the Year 2003"**  
In addition Zeitz was presented with the "Player of the Year 2003" award by Horizont Sport Business.
- **"Marketers of the Year"**  
Furthermore he has personally been selected as one of Brandweek's "Marketers of the Year" for 2003. This award program is now in its 11th year for those marketers who show exemplary leadership in building brand equity through strong marketing strategy.
- **"Horizont-Award 2003"**  
In 2003 Zeitz was declared "Entrepreneur of the Year" by the German marketing publication Horizont and received due to his "extraordinary entrepreneurial and personal performance" the "Horizont-Award 2003".
- **"25 Young Leaders"**  
In 2004 Zeitz was declared one of the "25 Young Leaders" set to change the face of business in Europe by the Financial Times.
- **"Strategist of the Year"**  
In September of 2004 Jochen Zeitz was presented with the "Strategist of the Year" award by the Financial Times Germany which was being selected "on the basis of objective data and scientific criteria" by the "Wissenschaftliche Hochschule für Unternehmensführung", a business university, and the strategy consultancy Bain & Company.



- **“Strategist of the Year”**  
In September of 2005 Jochen Zeitz again received the “Strategist of the Year” award from the Financial Times Germany. Strategy consultants Bain & Company and the “Wissenschaftliche Hochschule für Unternehmensführung”, a business university, evaluated approximately 100 listed German companies on four criteria: sales growth, rising employee numbers, return on equity, and surplus return.
- **“Customer of the Year 2005”**  
In 2005 Jochen Zeitz received the “Customer of the Year 2005” award from the Art Directors Club Germany (ADC). Once a year the roughly 440 members of the ADC - all of whom are part of Germany's creative and communication elite - award the prize to a person, which has rendered outstanding services to creating, looking for or implementing creative ideas.
- **Strategist of the year**  
For the third time in a row Jochen Zeitz was elected “Strategist of the Year” 2006 in September and received from the Financial Times Germany the special prize “Circle of Strategic Excellence”. The “Strategist of the Year” prize is awarded by the Financial Times Germany, Bain & Company as well as the WHU – Otto Beisheim School of Management, who determine the winner based on the analysis of criteria such as turnover growth, return on equity, sustainability as well as the consistent implementation of the company strategy.

#### **Awards on Behalf of the Company**

- **“Brand of the Year”**  
In 2002 Zeitz as a representative for the company received the Footwear News Achievement Award “Brand of the Year”. Footwear News is the top US footwear trade magazine.
- **“Forum-Preis 2003”**  
On behalf of the company Zeitz was also awarded the “Forum-Preis 2003” by the leading German trade magazine Textilwirtschaft.
- **“B I R D 2003” - Best Investor Relations Germany**  
In 2003 PUMA was awarded the “B I R D 2003” in the category Mid Caps by Boerse Online, a German business magazine.
- **“Trendsetter of the Year”**  
At the beginning of 2004 PUMA received the “Trendsetter of the Year” award from Sporting Goods Business, voted on by industry retailers and manufacturers. Sporting Goods Business is a US trade publication.
- **“Women's Athletic Brand of the Year” and “Brand of the Year”**  
Also in 2004 PUMA was awarded the “Women's Athletic Brand of the Year” and the “Brand of the Year” prize. The awards were sponsored by Footwear Plus Magazine, a US magazine, and voted by retailers.
- **“Euro Corporate Governance Quality Award (Mid-Cap Segment - MDAX)”**  
At the end of 2004 PUMA received the “Euro Corporate Governance Quality Award” from the magazine Euro, one of the leading business publications in Germany, as best performer in the Mid-Cap segment MDAX. The award acknowledges PUMA's consistent implementation of the recommendations of the German Corporate Governance Code.



- **“Most successful strategy of the industry”**  
PUMAs company strategy was voted the most successful and given place number 1 in the „consumer goods + fashion” category in the “Germany Growth Study” 2006, carried out by the consultancy Bain & Company throughout five years.
- **„Best of European Business Award 2006”**  
The Roland Berger Strategy Consultants have prized the PUMA AG with the “Best of European Business Award” in the category “growth” in November 2006.

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