



**Proxy voting form**

This form does not replace the orderly registration for the Annual General Meeting. Please note the information on the page below.

**Person making the declaration**

\_\_\_\_\_  
Last name or company\*

\_\_\_\_\_  
Number of shares\*

\_\_\_\_\_  
First name\*

Admission card number\*

\_\_\_\_\_  
Zip code/City\*

\*Mandatory fields (please obtain the data from the Annual General Meeting admission card sent to you following completion of registration procedures).

**Proxy/Instructions to proxies appointed by the Company (“proxy/instructions”)**

I/we am/are exercising my/our voting rights at the Annual General Meeting of PUMA SE on April 12, 2018 by issuing a proxy to Mr. Jochen-Matthias Wienke (Wendelstein) and Mr. Holger Kühnke (Erlangen), (proxies appointed by the Company), each individually, under disclosure of my/our name, to exercise my/our voting rights as specified below, including the right to delegate this proxy authority.

Proxy/instructions are revoked by personal participation in the Annual General Meeting by the party who issued the proxy or his or her representative.

**Proposed resolutions according to the German Federal Gazette**

**YES NO**

The voting instructions refer to the proposal of the Administrative Board on the agenda items listed below, as announced in the Notice to the Annual General Meeting published on March 05, 2018 in the German Federal Gazette.

2. Resolution on the appropriation of retained earnings .....	<input type="checkbox"/>	<input type="checkbox"/>
3. Resolution on the discharge of the members of the Administrative Board for the 2017 financial year .....	<input type="checkbox"/>	<input type="checkbox"/>
4. Resolution on the discharge of the Managing Directors for the 2017 financial year .....	<input type="checkbox"/>	<input type="checkbox"/>
5. Appointment of the annual auditor and the group auditor for the financial year 2018 .....	<input type="checkbox"/>	<input type="checkbox"/>
6. Amendments to the Articles of Association with regard to the change from the monistic to the dualistic management system .....	<input type="checkbox"/>	<input type="checkbox"/>
7. New elections to the Supervisory Board		
a) Jean-François Palus .....	<input type="checkbox"/>	<input type="checkbox"/>
b) Jean-Marc Duplaix .....	<input type="checkbox"/>	<input type="checkbox"/>
c) Thore Ohlsson .....	<input type="checkbox"/>	<input type="checkbox"/>
d) Béatrice Lazat .....	<input type="checkbox"/>	<input type="checkbox"/>
e) Martin Köppel .....	<input type="checkbox"/>	<input type="checkbox"/>
f) Bernd Illig .....	<input type="checkbox"/>	<input type="checkbox"/>
8. Resolution on the authorisation of the managing directors (or, as applicable, the Administrative Board) to refrain from disclosing the individual remuneration of the managing directors (or, where applicable, the members of the Administrative Board) .....	<input type="checkbox"/>	<input type="checkbox"/>
9. Authorisation to issue options and/or convertible bonds, profit-participation rights or profit bonds or a combination of these instruments and for exclusion of the subscription right to these options and/or convertible bonds, profit-participation rights or profit bonds or a combination of these instruments; creation of conditional capital 2018 and amendment of the Articles of Association .....	<input type="checkbox"/>	<input type="checkbox"/>
10. Adjustment of the authorisation to acquire and to use treasury shares .....	<input type="checkbox"/>	<input type="checkbox"/>

\_\_\_\_\_  
Date, signature(s) or name of declarant (legible)

## Notes

### Registration for the Annual General Meeting

You may only participate in the Annual General Meeting and exercise your voting rights if your registration procedure is complete and you submit evidence of your shareholding as of the beginning of the 21st day before the Annual General Meeting, i.e. March 22, 2018 (0.00 hours CEST).

The registration and the evidence of your shareholding must be received no later than April 5, 2018 (24.00 hours CEST) at the following address:

#### PUMA SE

c/o Deutsche Bank AG

Securities Production

General Meetings

Postfach 20 01 07

60605 Frankfurt am Main

Telefax: +49 (0) 69 12012-86045

E-Mail: [wp.hv@db-is.com](mailto:wp.hv@db-is.com)

The registration may be processed by your securities custodian bank. The receipt of your registration documents by the securities custodian bank does not represent valid registration for the Annual General Meeting. Registration is only valid on timely receipt of the registration and evidence of share ownership at the above address by the date stated.

### Association with a registration

This form can only be recognised if it can be clearly associated with a registration. If such an association is not possible due to failure to register or due to improper registration, or to information on this form being illegible or incomplete, the voting rights cannot be exercised by instruction to the Company's proxy representative, nor can a representative participate or exercise the shareholder voting rights.

### Relationship to other forms

You can also use the forms printed on the admission card to issue proxy voting instructions. The admission card will be sent to you on completion of the registration procedure. The use of this form ensures the association with the registration.

### Instructions for completing this form

Please fill out this form completely and legibly. The required information about the party issuing this declaration can be found on your admission card, which is sent to you on completion of your registration. It is not a binding requirement to use this form. You can also use another declaration in text form. The explanations above concerning the association of the power of authority to a registration apply accordingly.

### Personal participation in the Annual General Meeting or representation by a third party

With the admission card sent to you after proper registration, you or a party authorised by you can personally participate in the Annual General Meeting. If you would like to issue a proxy to a third party, you may use the third party authority form on the first third of the admission card (overleaf). If so, please furnish your representative with this proxy instruction form, fully completed, or the admission card with the third-party authority form completed. You may also furnish your representative with the admission card and forward the proxy or evidence thereof to the company address listed below. Please inform your proxy representative specifically of this situation.

### Proxy/Instructions to proxies appointed by the Company

If you are not personally participating in the Annual General Meeting and you are not authorising a third party, you can have your voting rights exercised by proxies appointed by the Company. You can also use the form printed on the admission card for this purpose. Please issue a vote on all proposed resolutions. Please mark the YES box to approve or the NO box to reject. If you do not make a mark, this will be counted as an abstention. Double marks are considered invalid. If individual votes are taken on a combined resolution proposal, your voting instructions apply respectively to the individual resolution proposal. If so desired, you can sign the powers of proxy/instructions to the proxy appointed by the company or state your name.

Proxy/Instructions can be submitted until April 10, 2018 (24.00 hours CEST) to:

#### PUMA SE

c/o Computershare Operations Center

80249 Munich

Germany

Fax: +49-(0)89-30903-74675

E-Mail: [anmeldestelle@computershare.de](mailto:anmeldestelle@computershare.de)

Proxies appointed by the Company can only exercise voting rights for you on the basis of explicit instructions. Proxies appointed by the Company will not implement any instructions beyond these. If you would like to exercise other participation rights than those described, you must participate in the Annual General Meeting yourself or authorise a third party as your proxy.

Even after issuing a proxy/instructions, you have the right to personally participate in the Annual General Meeting. The personal registration by you or your representative at the entrance to the Annual General Meeting is considered a revocation of any proxy/instructions.

You may review shareholder motions (or counter-motions) and voting proposals that are subject to disclosure regulations on the internet under "Investor Relations/Annual General Meeting/2018"

A counter-proposal that is directed exclusively at rejecting a proposed resolution can be supported by voting against the recommendation of management. Lacking explicit voting instructions, issuing a vote via proxy/instructions on more detailed proposals, such as counter-proposals with specific content or procedural proposals, is not possible.