

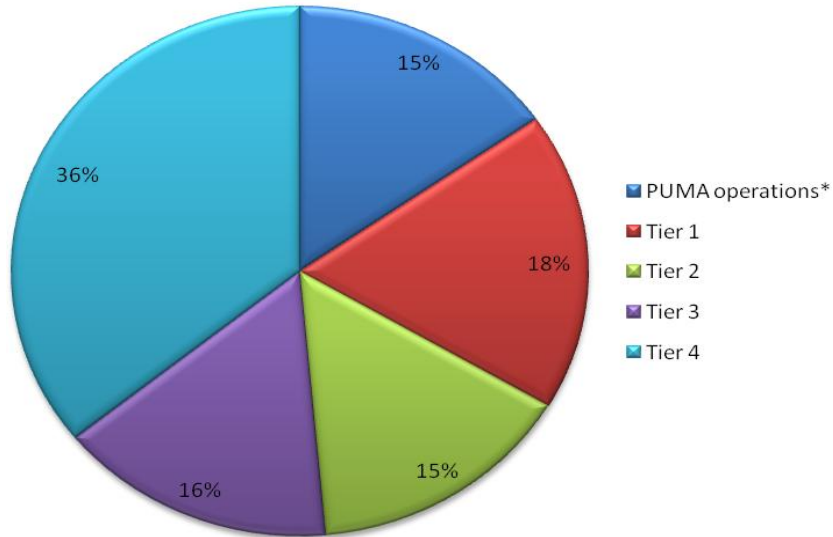


**PRESS KIT**

**PUMA's Environmental Profit and Loss Account  
Visual Results Breakdown**

<b>2010</b>	<b>Non-financial performance</b>	<b>Economic value € million</b>	<b>Economic value %</b>
<b>PUMA Operations:</b>			
Greenhouse Gases (ktCO <sub>2</sub> e)	110.1	7.2	7.6%
Water ('000 m <sup>3</sup> )	108.8	0.1	0.1%
<b>Tier 1 suppliers</b>			
Greenhouse Gases (ktCO <sub>2</sub> e)	131.4	8.6	9.1%
Water ('000 m <sup>3</sup> )	5,319.8	0.8	0.8%
<b>Tier 2 - 4 suppliers</b>			
Greenhouse Gases (ktCO <sub>2</sub> e)	476.0	31.2	33.1%
Water ('000 m <sup>3</sup> )	72,064.5	46.5	49.3%
<b>Total:</b>			
<b>Greenhouse Gases (ktCO<sub>2</sub>e)</b>	<b>717.5</b>	<b>47.0</b>	<b>49.8%</b>
<b>Water ('000 m<sup>3</sup>)</b>	<b>77,493.1</b>	<b>47.4</b>	<b>50.2%</b>
<b>Total economic value</b>		<b>94.4</b>	<b>100%</b>

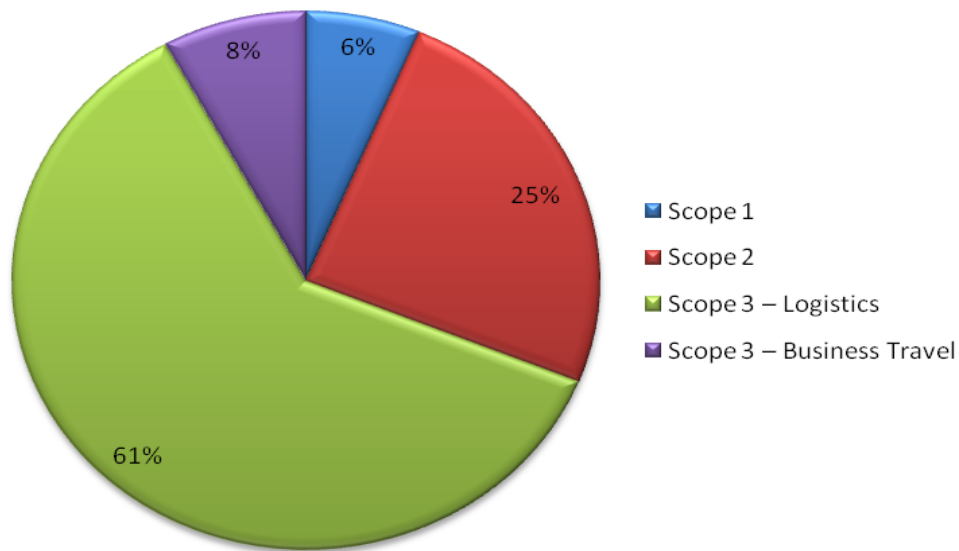
## 2010 GHG emissions by value chain source



\* Includes emissions generated from PUMA's operations (GHG Protocol Scope 1 emissions), emissions associated with PUMA's purchased electricity (GHG Protocol Scope 2 emissions), and business travel and logistics (examples of GHG Protocol Scope 3 emissions).

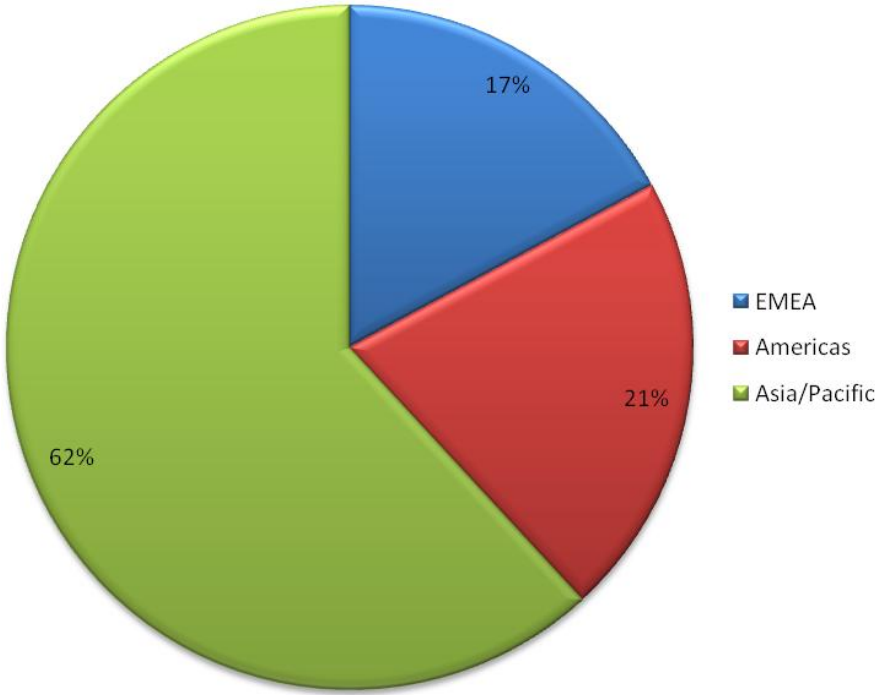
Source	ktCO <sub>2</sub> e	€ million	% of € million
PUMA Operations*	110.1	7.2	15%
Tier 1	131.4	8.6	18%
Tier 2	108.8	7.1	15%
Tier 3	112.7	7.4	16%
Tier 4	254.5	16.7	36%
<b>Total</b>	<b>717.5</b>	<b>47.0</b>	<b>100%</b>

## 2010 Breakdown of GHG emissions from PUMA's Operations



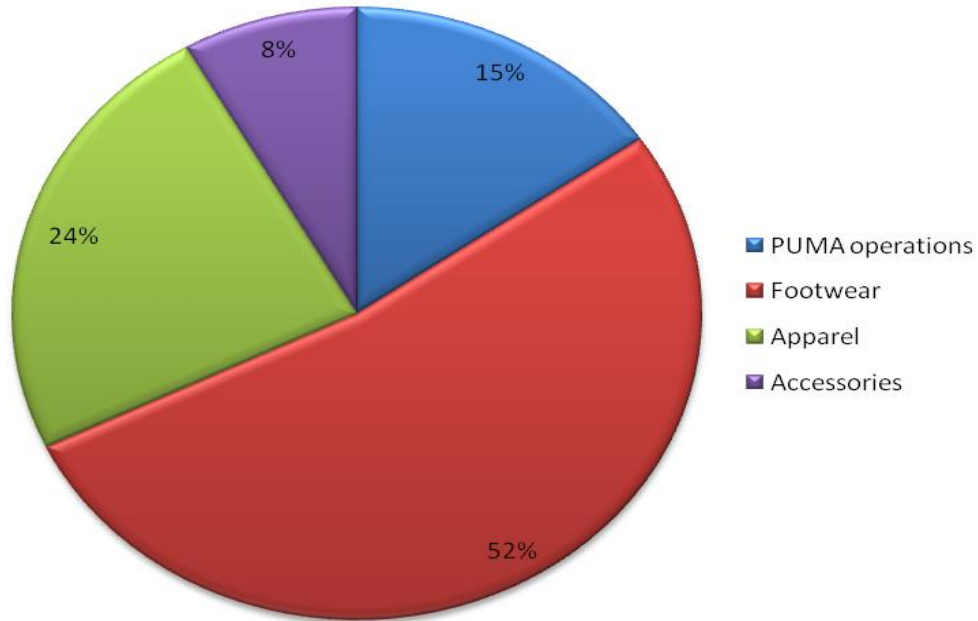
Source	ktCO <sub>2</sub> e	€ million	% of € million
Scope 1	6.9	0.4	6%
Scope 2	27.3	1.8	25%
Scope 3 - Logistics	67.1	4.4	61%
Scope 3 - Business travel	8.8	0.6	8%
<b>Subtotal</b>	<b>110.1</b>	<b>7.2</b>	<b>100%</b>

### 2010 GHG emissions by Region



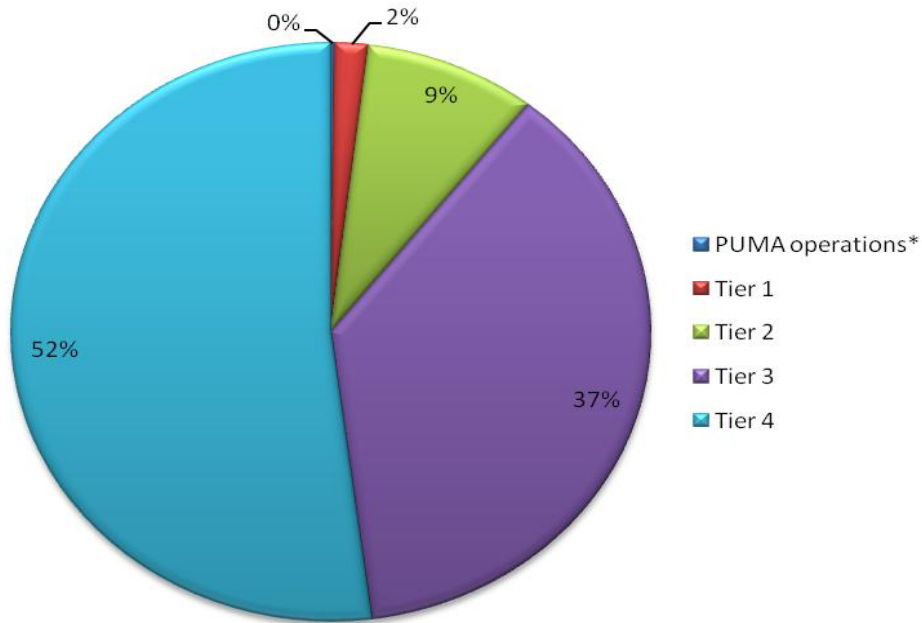
Region	ktCO <sub>2</sub> e	€ million	% of € million
EMEA	122.9	8.0	17%
Americas	150.9	9.9	21%
Asia / Pacific	443.7	29.1	62%
<b>Total</b>	<b>717.5</b>	<b>47.0</b>	<b>100%</b>

## 2010 GHG emissions by own Operation & Supply Chain Product Category



Segment	ktCO <sub>2</sub> e	€ million	% of € million
PUMA Operations	110.1	7.2	15%
Footwear	376.7	24.6	53%
Apparel	171.7	11.3	24%
Accessories	59.0	3.9	8%
<b>Total</b>	<b>717.5</b>	<b>47.0</b>	<b>100%</b>

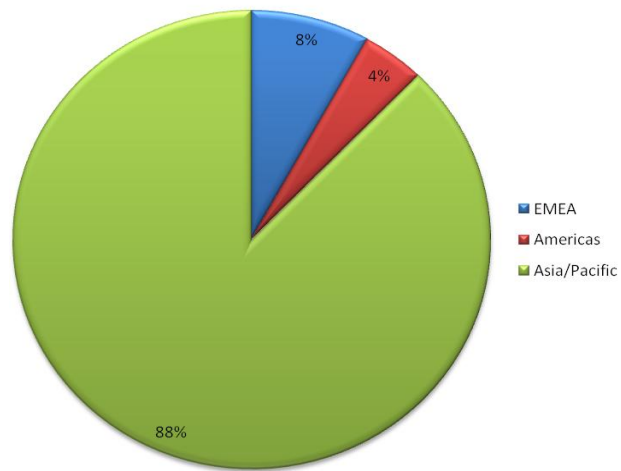
## 2010 Water-use by Value Chain Source



\* PUMA Operations accounts for 0.001% of total water consumption

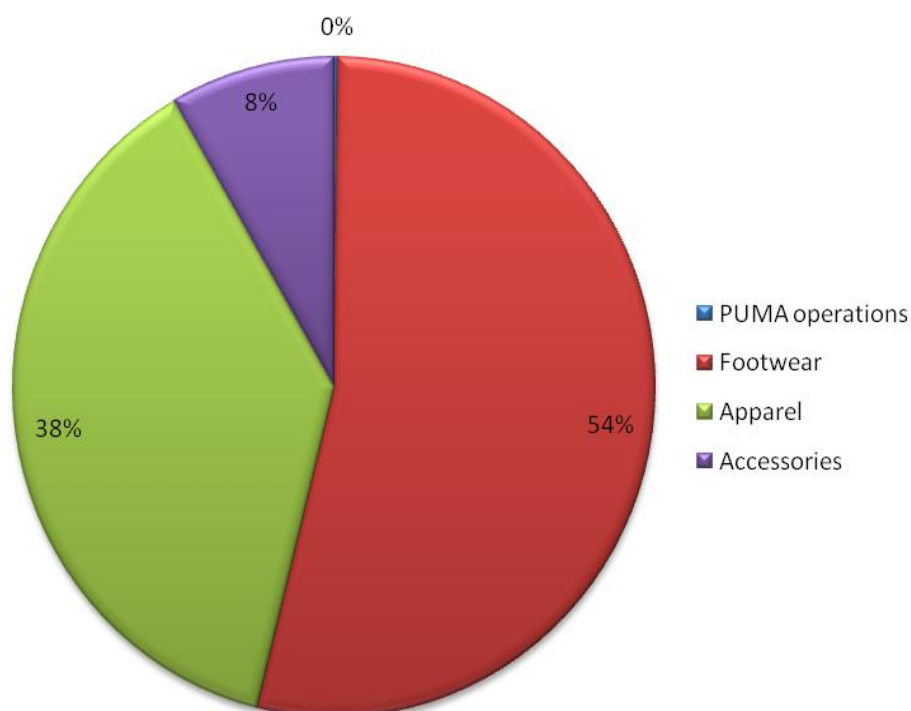
Source	Million m <sup>3</sup>	€ million	% of € million
PUMA Operations	0.1	0.1	0%
Tier 1	5.3	0.8	2%
Tier 2	20.3	4.1	9%
Tier 3	18.4	17.7	37%
Tier 4	33.4	24.7	52%
<b>Total</b>	<b>77.5</b>	<b>47.4</b>	<b>100%</b>

### 2010 Water-use by Region



Region	Million m <sup>3</sup>	€ million	% of € million
EMEA	9.3	3.8	8%
Americas	14.6	2.0	4%
Asia / Pacific	53.6	41.6	88%
<b>Total</b>	<b>77.5</b>	<b>47.4</b>	<b>100%</b>

## 2010 Water-use by own Operation and Supply Chain Product Category



Segment	Million m <sup>3</sup>	€ million	% of € million
PUMA Operations	0.1	0.1	0%
Footwear	38.5	25.4	54%
Apparel	30.8	18.0	38%
Accessories	8.1	3.9	8%
<b>Total</b>	<b>77.5</b>	<b>47.4</b>	<b>100%</b>