




PUMA
FY 2023
FACTSHEET

FY 2023 SALES BY PRODUCT DIVISIONS
in € million | % of total Sales

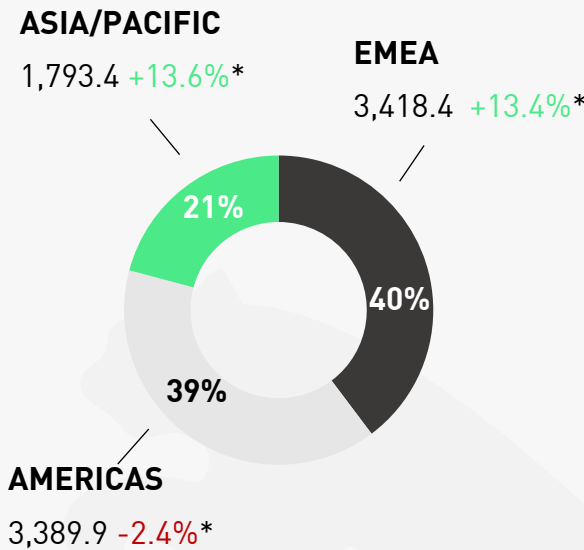
 **FOOTWEAR**
4,583.4 **+12.4%*** | 53%

 **APPAREL**
2,763.0 **-0.3%*** | 32%

 **ACCESSORIES**
1,255.3 **+3.1%*** | 15%

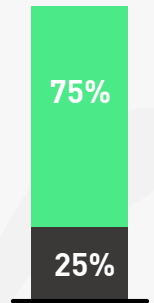
* currency adjusted sales growth

FY 2023 SALES BY REGIONS & CHANNEL
in € million



WHOLESALE
6,468.7 **+3.5%***

DTC
2,133.0 **+17.5%***



* currency adjusted sales growth

FY 2023 P&L FACTS

8,602
MILLION € SALES

46.3%
GROSS PROFIT MARGIN

3,404
MILLION € OPEX

622
MILLION € EBIT

7.2%
EBIT MARGIN

+6.6%
SALES GROWTH
(currency adjusted)

+0.2
PERCENTAGE POINTS

+3.3%
OPEX GROWTH

-3.0%
EBIT GROWTH

-0.3
PERCENTAGE POINTS

FY 2023 BALANCE SHEET POSITIONS
in € million / % deviation

INVENTORIES	1,804/-20%
TRADE RECEIVABLES	1,118/+5%
TRADE PAYABLES	1,500/-14%
WORKING CAPITAL	1,177/+8%
FREE CASH FLOW	369/+108%

OUTLOOK 2024

PUMA expects to achieve **mid-single-digit currency-adjusted sales growth** and an **operating result (EBIT) in the range of € 620 million to € 700 million** for the financial year 2024 (2023: € 621.6 million). We expect net income (2023: € 304.9 million) to change in 2024 in line with the operating result.

Please note: The figures for the fourth quarter of 2023 are strongly diluted by the extraordinary devaluation of the Argentine peso and have therefore been excluded from the factsheet.

“In a volatile environment that impacted the whole industry, PUMA delivered strong growth and a profitability fully in line with the outlook. Without the extraordinary devaluation of the Argentine Peso, which had a significant one-off accounting impact, our results would have been even stronger. This outcome reflects the strong underlying performance of PUMA and we were only able to achieve this because of our amazing PUMA Family and all of its fantastic partners.

2023 was also an important milestone year for PUMA as we started to lay the foundation for future growth based on strengthening our brand and improving our distribution quality. We are today in a better position than we were at the start of 2023: We established a new marketing organization and started to execute our new marketing strategy to elevate the brand. We also built new management teams in the US and China to execute our local must-win strategies and cleared our inventories to healthy levels.

Going into 2024, we see that the market environment remains challenging. As we are working through this ongoing challenging trade environment together with our retail partners with a clear focus on sell through and prudent sell-in especially in the US and Europe, we expect a softer first half of the year. The persistent adverse currencies will also continue to be a pressure on the profitability in the first half 2024. On the back of great product newness and ongoing brand momentum, we expect an improvement quarter-over-quarter leading to a currency adjusted mid-single digit growth and improved operating result in the range of 620 – 700m EUR for the full year.

2024 - the Year of Sports - will be another important year for PUMA in which we will launch great product innovations, such as our fastest football boot Ultra and our fastest running shoes Fast-R2 and Deviate Nitro Elite 3. In Sportstyle, we will continue to deliver exciting newness with the Palermo catering for the current terrace trend and the Suede XL for the skate trend. We believe that “low profile”, which is undeniably PUMA’s hometown, will be the next big thing and we are fully prepared with the relaunch of PUMA’s famous Mostro and Speedcat. Furthermore, we will launch our first brand campaign in 10 years to underline our positioning as the Fastest Sports Brand in the world and deepen our emotional connection with our consumers. 2024 will be another year where we will demonstrate that PUMA is the Challenger in the market.”

FINANCIAL CALENDAR

08 May 2024	Quarterly Statement Q1 2024
22 May 22 2024	Annual General Meeting
07 August 2024	Interim Report Q2 2024
06 November 2024	Quarterly Statement Q3 2024

CONTACT

Gottfried Hoppe
Head of Investor Relations &
Finance Strategy
Phone: +49 9132 81 3157
gottfried.hoppe@puma.com

Notes relating to forward-looking statements

This document contains statements about the future business development and strategic direction of the Company. The forward-looking statements are based on management's current expectations and assumptions. They are subject to certain risks and fluctuations as described in other publications, in particular in the risk and opportunities management section of the combined management report. If these expectations and assumptions do not apply or if unforeseen risks arise, the actual course of business may differ significantly from the expected developments. We therefore assume no liability for the accuracy of these forecasts.