1. Details of issuer

PUMA SE
PUMA Way 1
91074 Herzogenaurach
Germany

2. Reason for notification

Acquisition/disposal of shares with voting rights
Acquisition/disposal of instruments
Change of breakdown of voting rights
X Other reason: Dividend in kind (Sachdividende) resolved by the general meeting of Kering S.A. on 26 April 2018

3. Details of person subject to the notification obligation

Name: Mr Francois Jean-Henri Pinault,
Date of birth: 28 May 1962

4. Names of shareholder(s) holding directly 3% or more voting rights, if different from 3.

Kering S.A.
Artémis S.A.

5. Date on which threshold was crossed or reached:

16 May 2018

6. Total positions

% of voting rights attached to shares (total of 7.a.)
% of voting rights through instruments (total of 7.b.1 + 7.b.2)
Total of both in % (7.a. + 7.b.)
Total number of voting rights of issuer

Resulting situation
44.24 %
0.00 %
44.24 %
15082464

Previous notification
75.12 %
N/A %
N/A %
/

7. Notified details of the resulting situation

a. Voting rights attached to shares (Sec.s 33, 34 WpHG)

ISIN absolute in %
### B.1. Instruments according to Sec. 38 para. 1 No. 1 WpHG

<table>
<thead>
<tr>
<th>Type of instrument</th>
<th>Expiration or maturity date</th>
<th>Exercise or conversion period</th>
<th>Voting rights absolute</th>
<th>Voting rights in %</th>
<th>Total</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

### B.2. Instruments according to Sec. 38 para. 1 No. 2 WpHG

<table>
<thead>
<tr>
<th>Type of instrument</th>
<th>Expiration or maturity date</th>
<th>Exercise or conversion period</th>
<th>Cash or physical settlement</th>
<th>Voting rights absolute</th>
<th>Voting rights in %</th>
<th>Total</th>
</tr>
</thead>
<tbody>
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### 8. Information in relation to the person subject to the notification obligation

Person subject to the notification obligation is not controlled and does itself not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer (1).

X Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity:

<table>
<thead>
<tr>
<th>Name</th>
<th>% of voting rights (if at least held 3% or more)</th>
<th>% of voting rights through instruments (if at least held 5% or more)</th>
<th>Total of both (if at least held 5% or more)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Francois Jean-Henri Pinault</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Financière Pinault S.C.A.</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Artémis S.A.</td>
<td>44.22 %</td>
<td>%</td>
<td>44.22 %</td>
</tr>
<tr>
<td>Kering S.A.</td>
<td>44.22 %</td>
<td>%</td>
<td>44.22 %</td>
</tr>
</tbody>
</table>

### 9. In case of proxy voting according to Sec. 34 para. 3 WpHG

Date of general meeting:

Holding position after general meeting: % (equals voting rights)

### 10. Other explanatory remarks:

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End of News

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