



ARNE FREUNDT

- **CHIEF EXECUTIVE OFFICER (CEO) OF PUMA SE SINCE NOVEMBER 2022**
- **CURRENT EXECUTIVE BOARD TERM EXPIRES: DECEMBER 2026**

PERSONAL DATA

- Date of birth: 04.01.1980
- Age: 44
- Nationality: German

EDUCATION

- 2002-2004: Diploma in Economics from the HHL Leipzig Graduate School of Management, Leipzig, Germany
- 2000-2001: Intermediate Diploma in Economics at the EBS University of Business and Law, Oestrich-Winkel, Germany

PROFESSIONAL BACKGROUND

- Since November 2022: CEO of PUMA SE
- June 2021-November 2022: Chief Commercial Officer (CCO) of PUMA SE
- January 2019-May 2021: General Manager EMEA
- January 2015-December 2018: Global Director Retail and eCommerce
- July 2011-December 2014: Global Director Strategy
- With PUMA since July 2011
- 2005-June 2011: Senior Project Manager at Siemens Advanta Consulting

NON-GROUP MANDATES

- None