

***- Non-binding convenience translation
of the original German language version -***

ANNUAL GENERAL MEETING ON 18 APRIL 2019

**PUMA SE
Registered Seat: Herzogenaurach**

- Securities Registration Number [Wertpapierkennnummer] 696960 -
- ISIN DE0006969603 -

Invitation

The shareholders of our Company are hereby invited to attend the

Annual General Meeting

on 18 April 2019, at 10.00 am

at the PUMA Brand Center, PUMA Way 1, 91074 Herzogenaurach, Germany.

Agenda

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- 1. Presentation of the adopted Annual Financial Statements of PUMA SE and the approved Consolidated Financial Statements for 31 December 2018, the combined Management Report for PUMA SE and the PUMA Group (including the explanatory report of the Management Board to disclosures required under the takeover law) and the report of the Supervisory Board for the 2018 financial year**

The above mentioned documents are available on the Company's website at <http://about.puma.com>, under INVESTORS/ANNUAL SHAREHOLDERS MEETING, from as of the day of the convening of the Annual General Meeting. They will also be available for inspection by the shareholders during the Annual General Meeting.

Pursuant to the statutory provisions, no resolution is planned for this agenda item as the Supervisory Board has already approved the Annual and Consolidated Financial Statements; the Annual Financial Statements are thus adopted.

2. Resolution on the appropriation of retained earnings

The Management Board and the Supervisory Board propose that the retained earnings of PUMA SE from the past financial year 2018 in the amount of EUR 144,500,107.14 be used as follows:

a)	Distribution of a dividend of EUR 3.50 per dividend-bearing share for 14,951,470 shares	EUR 52,330,145.00
b)	Carried forward to new account	EUR 92,169,962.14 =====
		EUR 144,500,107.14

The proposal for the appropriation of profits considers 130,994 company shares directly or indirectly held by the Company at the time of the proposal which are not entitled to dividends pursuant to § 71b of the German Stock Corporation Act (AktG)¹. The amount attributable to company shares will be carried forward to new account.

The number of shares entitled to dividends may decrease or increase until the Annual General Meeting. In this case, the Management Board and the Supervisory Board will submit an adjusted proposal for the appropriation of profits to the Annual General Meeting with an unchanged distribution of EUR 3.50 per dividend-bearing share.

Pursuant to § 58(4) sentence 2 AktG, the entitlement to the dividend is due on the third business day following the resolution of the Annual General Meeting. The dividend will therefore presumably be paid on 25 April 2019.

3. Resolution on the discharge of the Managing Directors for the 2018 financial year

The Management Board and the Supervisory Board propose to grant the acting Managing Directors in office in the 2018 fiscal year discharge for the period in which the Company had a monistic management system in fiscal year 2018.

4. Resolution on the discharge of the members of the Administrative Board for the 2018 financial year

The Management Board and the Supervisory Board propose to grant the acting members of the Administrative Board in office in the 2018 fiscal year discharge

¹ The provisions of the AktG apply to the company as per Articles 9(1)(c)(ii) and 10 of Council Regulation (EC) No 2157/2001 of 8 October 2001 on the Statute for a European company (SE), unless indicated otherwise in the special provisions of the SE Regulation.

for the period in which the Company had a monistic management system in fiscal year 2018.

5. Resolution on the discharge of the members of the Management Board for the 2018 financial year

The Supervisory Board and the Management Board propose to grant the acting members of the Management Board in the 2018 financial year discharge for the period in which the Company had a dualistic management system in fiscal year 2018.

6. Resolution on the discharge of the members of the Supervisory Board for the 2018 financial year

The Management Board and the Supervisory Board propose to grant the acting members of the Supervisory Board in the 2018 financial year discharge for the period in which the Company had a dualistic management system in fiscal year 2018.

7. Appointment of the annual auditor and the group auditor for the financial year 2019

On the recommendation of its Audit Committee, the Supervisory Board proposes that

Deloitte GmbH Wirtschaftsprüfungsgesellschaft
Rosenheimer Platz 4
81669 Munich
Germany

shall be appointed as annual auditor and group auditor for the financial year 2019.

Both the recommendation of the Audit Committee to the Supervisory Board and the proposal of the Supervisory Board are free from undue influence by third parties. Nor were there any regulations which would restrict the choice of selecting a specific annual auditor or a specific audit firm to conduct the statutory audit.

Before submitting the nomination, the Supervisory Board has obtained the declaration of Deloitte GmbH Wirtschaftsprüfungsgesellschaft, Munich, for its independence provided for in the German Corporate Governance Code.

8. New elections to the Supervisory Board

The composition of the Supervisory Board is determined pursuant to Articles 40 para. 2 and 3 of Council Regulation (EC) No 2157/2001 of 8 October 2001 on the Statute for a European Company (SE) (SE-VO) in conjunction with §17 of

the Act on the Execution of the SE Regulation (SEAG), §21 para 3 of the Act on the Participation of Employees in an SE (SEBG), §18 para. 2 of the Agreement on the Participation of Employees in PUMA SE dated 7 February 2018 (Employee Participation Agreement) as well as §10 of the Articles of Association of PUMA SE. The Supervisory Board is co-determined to one-third by employee representatives. The shareholder representatives are elected by the Annual General Meeting without commitment to nominations. The employee representatives are elected by the Annual General Meeting on the basis of a binding nomination by the competent election body.

The current members of the Supervisory Board, Jean-Marc Duplaix and Béatrice Lazat, have each resigned with effect from the end of this year's Annual General Meeting. Two new members must therefore be elected for the remaining term of office of the two resigning members. The future composition of the Supervisory Board should also reflect the changed shareholder structure of PUMA SE following the deconsolidation from the Kering Group.

Based on the recommendation of its Nomination Committee, the Supervisory Board proposes to elect the following persons a) and b) as shareholder representatives to the Supervisory Board:

a) Ms. Héloïse Temple-Boyer

residing in Paris, France

Deputy General Manager of Artémis S.A., Paris, France

b) Ms. Fiona May Oly

residing in Calenzano, Italy

Independent Management Consultant.

The appointment of the proposed members of the Supervisory Board shall be effected for the period starting with the end of the Annual General Meeting on 18 April 2019 to the end of the Annual General meeting which decides on the discharge of the members of the Supervisory Board for the financial year 2022.

The following information is provided according to §125 para. 1 sentence 5 of the Stock Corporation Act (AktG) with regard to the individuals proposed for election to the Supervisory Board:

- None of the proposed members of the Supervisory Board is a member of another statutory supervisory board in Germany.
- The following memberships exist in comparable domestic and foreign supervisory bodies of commercial enterprises:

- | | |
|----------------------|---|
| Héloïse Temple-Boyer | <ul style="list-style-type: none"> • Kering S.A., Paris/France • Giambattista Valli S.A.S., Paris/ France • Société d'exploitation de l'hebdomadaire le Point S.A., Paris/France |
|----------------------|---|

- Royalement Vôtre Editions S.A.S., Paris/France
- ACHP Plc, London/United Kingdom
- Christie's International Plc, London/United Kingdom
- Palazzo Grassi Spa, Venice/Italy

Fiona May Oly

- R.C.S. Media Group Active Team S.r.l., Milano/Italy

- All of the mandates of Ms. Temple-Boyer listed above are group mandates of Artémis S.A.S.

In the opinion of the Supervisory Board, there are no personal or business relationships in terms of § 5.4.1 of the German Corporate Governance Code between the candidates proposed by it and PUMA SE, its Group companies or the bodies of PUMA SE. Ms. Temple-Boyer is Deputy General Manager (Directeur Général Délégué) of Artémis S.A.S and therefore she has a business relationship with Artémis S.A.S, a shareholder that holds a material stake in PUMA SE.

It is intended to hold the elections to the Supervisory Board in accordance with the German Corporate Governance Code by way of individual election.

Further information on the Supervisory Board candidates and their CV can be found on the company's website at <http://about.puma.com>, under INVESTORS/ANNUAL SHAREHOLDERS MEETING.

9. Resolution on a share capital increase from company reserves and amendment to the Articles of Association

PUMA SE's share price has considerably increased during the past few years and has reached a very high absolute level compared to other companies in the MDAX. In order to make the share even more attractive in particular to private and retail investors, a resolution shall first be adopted under this agenda item 9 on the increase of the Company's share capital from company reserves and then, under agenda item 10, a resolution on the re-division of the capital stock at a ratio of 1:10, so that the number of shares is increased by factor ten (share split).

Currently, the share capital of the Company amounts to EUR 38,611,107.84 and is divided into 15,082,464 no par-value shares, each representing a proportionate amount of the share capital of EUR 2.56. As, pursuant to § 8(3) sentence 3 AktG, the proportionate amount of the share capital attributable to the individual no par-value share must not be lower than EUR 1.00, the share capital shall first, prior to the share split, be increased by EUR 112,213,532.16 to EUR 150,824,640.00 by way of a share capital increase from company reserves, so that the proportionate amount of the share capital is increased to

EUR 10.00 per no par-value share. Once the share capital increase from company reserves has become effective, the share capital shall be re-divided into 150,824,640 no par-value shares. With this step, one no par-value share with a proportionate amount of the share capital of EUR 10.00 each is replaced by ten no par-value shares with a proportionate amount in the share capital of EUR 1.00 each (share split at a ratio of 1:10).

The Management Board and the Supervisory Board therefore propose to resolve:

- a) The Company's share capital shall be increased from company reserves from EUR 38,611,107.84 by EUR 112,213,532.16 to EUR 150,824,640.00 by way of converting EUR 112,213,532.16 from the Company's capital reserve to share capital. This capital increase is based on the balance sheet from the annual financial statements of the Company as of 31 December 2018. The annual financial statements have received an unqualified audit opinion of the Company's auditor. The capital increase is made without any new shares being issued in accordance with § 207(2) sentence 2 AktG.
- b) § 4.1 sentence 1 of the Company's Articles of Association shall be reworded as follows:

“The Company's share capital amounts to EUR 150,824,640.00 and is divided into 15,082,464 no par-value shares (*Stückaktien*).”
- c) In accordance with § 218 sentence 1 AktG, § 4.3 sentence 1 of the Company's Articles of Association shall be reworded as follows:

“The share capital is conditionally increased by up to EUR 30,164,920.00 by issue of up to 3,016,492 new no-par bearer shares (“Conditional Capital 2018”).”
- d) The Management Board is authorized, with the approval of the Supervisory Board, to specify the additional details of the capital increase from company funds.

10. Resolution on a re-division of the share capital (share split) and amendment to the Articles of Association

The Management Board and the Supervisory Board propose to resolve:

- a) Subject to the condition precedent of the entry in the commercial register of the share capital increase from company reserves to be resolved under agenda item 9, the Company's then existing share capital in the amount of EUR 150,824,640.00, currently divided into 15,082,464 no par-value shares, shall be re-divided. One no par-value share with a proportionate amount of the share capital of EUR 10.00 shall be replaced by ten no par-value shares with a proportionate amount in the share capital of EUR 1.00 each (share split at a ratio of 1:10). The Company's share capital in the amount of EUR 150,824,640.00 will then be divided into 150,824,640 no par-value shares.

- b) Subject to the condition precedent of the entry in the commercial register of the share capital increase from company reserves to be resolved under agenda item 9, the Company's Articles of Association shall be amended as follows:
- aa) § 4.1 sentence 1 of the Company's Articles of Association shall be reworded as follows:
- “The Company's share capital amounts to EUR 150,824,640.00 and is divided into 150,824,640 no par-value shares (*Stückaktien*).”
- bb) § 4.3 sentence 1 of the Company's Articles of Association will be reworded as follows:
- “The share capital is conditionally increased by up to EUR 30,164,920.00 by issue of up to 30,164,920 new no-par bearer shares (“Conditional Capital 2018”).”
- c) With the approval of the Supervisory Board, the Management Board is authorized to specify the additional details of the re-division of the share capital.

11. Resolution on the adjustment of the Supervisory Board's success-orientated remuneration

Due to the re-division of the share capital (share split) to be resolved under agenda item 10 and the associated tenfold increase of the number of shares, the pro-rated earnings per share will be mathematically decreased by the factor ten. Against this background, the success-orientated remuneration of the Supervisory Board members shall be adjusted proportionally.

Therefore, the Management Board and the Supervisory Board propose to resolve:

Subject to the condition precedent of the entry in the commercial register of the re-division of the share capital to be resolved under agenda item 10, § 15.3 of the Company's Articles of Association shall be amended and reworded as follows:

“Each Supervisory Board member shall in addition to the fixed remuneration according to Section 15.1 and 15.2 be entitled to an annual success-orientated remuneration, which corresponds to EUR 200.00 per EUR 0.01 of the profit per share shown in the consolidated financial statements (Konzernabschluss) which exceeds a minimum amount of EUR 1.60 per share. The success-orientated remuneration is capped at EUR 10,000.00 in the maximum per year. The chairperson of the Supervisory Board is entitled receive EUR 400.00 per EUR 0.01 of the profit according to sentence 1 per share and EUR 20,000.00 in the maximum per year, and the deputy chairperson EUR 300.00 per EUR 0.01 of the

profit according to sentence 1 per share and EUR 15,000.00 in the maximum per year.”

12. Amendment to Section 13 and Section 16 of the Articles of Association

In line with the practice of other companies, the Supervisory Board should be given flexibility to make technical amendments to the Articles of Association, for example in the event of changes in the law or after making use of the statutory authorizations to increase capital. For this purpose, a new paragraph 9 shall be inserted in § 13 of the Articles of Association. In addition, a new paragraph 3 is to be added to § 16 of the Articles of Association for the purpose of clarification.

The Management Board and the Supervisory Board therefore propose the following resolutions:

a) A new paragraph 9 shall be added to section 13:

“The Supervisory Board is authorized to amend these Articles of Association if the amendment only affects the wording.”

b) A new paragraph 3 shall be added to section 16:

“Approvals pursuant to Section 16.1, Subsection ii) to iv) are dispensable for transactions between the Company and its (direct or indirect) subsidiaries and/or between two or more (direct or indirect) subsidiaries of the Company.”

Participation in the General Meeting

Prerequisites for a Participation in the General Meeting and the Exercise of the Voting Privilege

Are entitled to participate in the General Meeting and to exercise Voting Privileges in accordance with §§ 18.1 to 18.3 of the Articles of Association of the Company, shareholders who apply to exercise these rights, in written form or in text form (see § 126b BGB) at the address below, Fax number or e-mail Address, and who prove their entitlement to attend the Annual General Meeting by submitting specific proof of their quality of shareholders to the following address:

PUMA SE
 c/o Deutsche Bank AG
 Securities Production
 General Meetings
 P.O. Box 20 01 07
 60605 Frankfurt am Main
 Fax: +49 (0) 69 12012-86045
 Email: wp.hv@db-is.com

A proof of Shares Ownership by the Deposit Bank or Securities Institute, in writing or in textual form pursuant to requirements of § 126b BGB, in German or English shall be deemed sufficient. Such proof of the quality of shareholder must be made in reference to the beginning of the 21st day before the Annual General Meeting, that is, 28 March 2019 (0:00 midnight) ("Record Date").

Applications and the Proof of Share Ownership must reach the company at the address above mentioned, FAX address or e-mail address no later than at the end of 11 April 2019, (midnight).

An online participation and absentee voting (§§ 20.3 and 20.4 of the Articles of Association of the Company) are not foreseen.

Entry Tickets

Upon registration and receipt of proof of shareholding in the Company, the shareholders will be sent admission tickets for the General Meeting. To ensure the timely receipt of the tickets, we ask the shareholders to ensure early registration and the timely sending of proof of their ownership of shares to the Company. Unlike the registration for the Annual General Meeting, the admission ticket is not required for participation, but merely serves to simplify the procedure at the entrance controls for access to the General Meeting.

Meaning of the Record Date

In relation to the Company, for purposes of participation in the General Meeting and the exercise of voting rights, are only deemed to be shareholders persons who have

provided evidence of ownership of shares as of the Record Date. Changes in the number of shares held after the Record Date are immaterial. The Record Date does not as such contain any mechanism that would block the purchase or sale of shares. Shareholders may therefore continue to freely dispose of their shares following registration. Persons who, as of the Record Date, do not yet own any shares and only then become shareholders, are not entitled to participate or to vote, unless they have been authorized to do so or are authorized to exercise the rights. The Record Date has no significance for a possible dividend entitlement.

Proxy Voting

After proper registration and proof having been shown, shareholders may attend the Annual General Meeting in person and exercise their voting rights themselves.

Shareholders who do not wish to attend the Annual General Meeting in person may have their voting rights exercised by a proxy of their choice. In this case, they must give an orderly power of attorney to the authorized representative. The power of attorney is to be issued in text form (see § 126b BGB), unless shareholders want to authorize a credit institution, a shareholders' association or persons or institutions assimilated to such pursuant to Art. 53 SE-VO, § 135(8) and (10) in connection with § 125(5) AktG (see below for this). The same applies to the revocation of the power of attorney and proof of power of attorney. Power of Attorney can be given with the power of attorney form contained in the registration form.

The power of attorney and its revocation can either be declared to the company at the address, fax number or e-mail address

PUMA SE
c/o Computershare Operations Center
80249 München
Telefax: +49 (0) 89 30903-74675
E-Mail: puma-hv2019@computershare.de

or be declared towards the authorized representative. If the power of attorney is given to the authorized representative, evidence of empowerment to the company in writing is required, unless power is given to a bank or a shareholders' association or any other person or institution equivalent to such pursuant to Art. 53 SE-VO, § 135 Par. 8 and Par. 10 in connection with § 125 Par. 5 AktG. This proof can be provided at the entrance gate on the day of the General Meeting or transmitted to the above address, fax number or e-mail address. The same applies to the revocation of the power of attorney. For the empowerment of credit institutions, shareholders' associations or persons or institutions assimilated to such in accordance with Art. 53 SE-VO, § 135 (8) and (10) in connection with § 125(5) AktG as well as the revocation and the proof of such an empowerment, the legal provisions shall apply, in particular Art. 53 SE-VO, § 135 AktG, which amongst others require the power of attorney to be verifiably retained by the authorized representative.

As a special service, we offer to our shareholders to be represented by employees of PUMA SE, who shall exercise the proxy vote in strict accordance with the express

instructions given by the shareholders. The forms for such power of attorney and instructions may be requested from the address, FAX Number or e-mail address mentioned above, or may be (downloaded and) printed out directly from the Internet site of our company, at <http://about.puma.com>, under INVESTORS / ANNUAL SHAREHOLDERS MEETING. The filled out and signed form to give power of attorney / vote proxy and instructions to the proxies belonging to the Company may be directed to the following address, FAX Number or E-mail-Address:

PUMA SE
 c/o Computershare Operations Center
 80249 Munich
 Fax: +49 (0) 89 30903-74675
 Email: puma-hv2019@computershare.de

This must reach the mentioned address, FAX Number or E-Mail-Address no later than on Tuesday, 16 April 2019.

Also, where Proxy Voters are to be empowered, the Application and Proof of Share Ownership by the Record Date must be made before the deadline and in accordance with the stipulations above.

Total Number of Shares and Voting Rights

The statutory capital of the company at the time the General Meeting is convoked amounts to EUR 38,611,107.84 divided in 15,082,464 no-par value bearer shares with a proportional amount in the statutory capital of EUR 2.56 per share. Every share entitles to one vote (see §20.1 of the Articles of Association of the Company). The total number of voting rights therefore is 15,082,464. At the time of the General Meeting being called, the Company holds 130,994 treasure shares which do not give rise to any special privilege to the benefit of the Company (§ 71b AktG).

Request to extend the Agenda according to Art. 56 S. 2 and S. 3 SE-VO, § 50 Par. 2 SEAG, § 122 Par. 2 AktG

Shareholders whose shares together amount to 5% of the share capital (this corresponds to EUR 1,930,555.39 or - rounded up to the next higher total number of shares - 754,124 shares) or the pro rata amount of EUR 500,000.00 (this - rounded up to the next higher number of whole shares - corresponds to 195,313 shares and is therefore the relevant threshold) can demand that items be placed on the agenda and be made public. This Minimum Ownership Threshold is required according to Art. 56 S. 3 SE-VO in connection with § 50 Par. 2 SEAG for requests of extension, made by shareholders of an SE. § 50 Par. 2 SEAG in its content corresponds to § 122 Par. 2 Sentence 1 AktG.

For every new item, a reasoning or a proposal for resolution must be attached. A minimum ownership period of 90 days of the stipulated minimum ownership of shares in the sense of § 122 Par. 2 Sentence 1 in connection with § 1 Sentence 3 AktG, according to § 50 Abs. 2 SEAG, is, in case of an SE, no prerequisite for a request of extension.

The request of extension is to be addressed in writing to the Management Board of the Company and must be received by the Company at least 30 days prior to the Annual General Meeting, i.e. at the latest by the end of 18 March 2019 (midnight). Please direct your requests of extension to the following address:

PUMA SE, Management Board
 Attention Ms. Beate Gabriel
 PUMA Way 1
 91074 Herzogenaurach

Requests to extend the Agenda that are to be announced are - as far as they have not already been announced together with the convocation for the meeting - announced immediately after receipt of the request of extension in the Federal Gazette and forwarded for publication to media which can be expected to disseminate the information throughout the whole European Union. They are also made public at the website of our company under <http://about.puma.com>, further under INVESTORS / ANNUAL SHAREHOLDERS MEETING.

Countermotions and Suggestions for Election pursuant to Art. 53 SE-VO, § 126 Par. 1 and § 127 AktG

Each Shareholder may transmit to the company countermotions against proposals made by the Management Board and the Supervisory Board and concerning certain specific items on the agenda. Countermotions must be assorted with a reasoning. Countermotions and other requests by shareholders concerning the General Meeting must be directed exclusively to the following address, FAX Number or E-Mail Address:

PUMA SE, Management Board
 Attention Ms. Beate Gabriel
 PUMA Way 1
 91074 Herzogenaurach
 Fax: +49 (0) 9132-8142375
 Email: investor-relations@puma.com

Countermotions and suggestions for election that are not addressed accordingly, shall not be considered.

Subject to Art. 53 SE-VO, § 126(2) and (3) AktG, we will publish counter-motions by shareholders, including the name of the shareholder and the reasoning, and any comments by the management, on the website of the Company under <http://about.puma.com>, under Investors / Annual General Meeting, if the counter-motion of the shareholder (including the reasoning) is received at least 14 days before the meeting, i.e. by the end of 3 April 2019 (24:00 midnight), at the above address, fax number or e-mail address.

According to Art. 53 SE-VO, § 127 AktG these provisions shall apply *mutatis mutandis* to the proposal by a shareholder regarding the election of the statutory auditor (agenda item 7) or the election of the Supervisory Board members (agenda item 8). Such proposals do not, however, require a reasoning. In addition to the reasons stated in § 126(2) AktG, the management needs not disclose an election proposal, amongst other

cases, even if the proposal does not contain the name, profession and place of residence of the proposed person. Proposals for the election of Supervisory Board members do not have to be disclosed also if they do not contain information on memberships of the proposed Supervisory Board members in other statutory supervisory boards (see Art. 53 SE-VO, § 127 Sentence 3 in conjunction with § 124(3) Sentence 4 and § 125(1) Sentence 5 AktG).

Right to be informed pursuant to Art. 53 SE-VO, § 131 Par. 1 AktG

According to Art. 53 SE-VO, § 131(1) AktG, each shareholder at the General Meeting upon request is to be informed by the Management Board about company matters if the information is required for the proper assessment of an item on the Agenda and there is no privilege involved to refuse information. This duty of the Management Board to inform also extends to the legal and commercial relationships of PUMA SE to affiliated companies. Furthermore, the duty to inform also concerns the situation of the Group and the other companies shown in the annual financial statements.

Further detailed Explanations

Further detailed explanations concerning the shareholder rights pursuant to Art. 56 Sentence 2 and Sentence 3 SE-VO, § 50 Par. 2 SEAG and § 122 Par 2 AktG as well as pursuant to Art. 53 SE-VO, §§ 126 Par. 1, 127 and 131 Par. 1 AktG are to be found on the internet site of PUMA SE under <http://about.puma.com>, further under INVESTORS / ANNUAL SHAREHOLDERS MEETING.

Website where the Information pursuant to Art. 53 SE-VO, § 124a AktG may be accessed

This convocation document for the General Meeting, the documents required to be disclosed to the General Meeting, forms for the exercise of Voting Rights by Proxy as well as further information in connection with our General Meeting are accessible via the website of PUMA SE under <http://about.puma.com>, further under Investors / Annual Shareholders Meeting (see Art. 53 SE-VO, § 124a AktG).

Information on Protecting the Data of the Shareholders

If you register for the Annual General Meeting or grant a voting proxy, we collect personal data (i.e. name, address, email address, number of shares, type of share ownership and ticket number) about you and/or your proxy on the basis of the applicable data protection laws. This is to enable shareholders to exercise their rights at the Annual General Meeting. Details on the handling of your personal data in connection with the Annual General Meeting and on your rights under the EU Basic Data Protection Regulation can be found in our data protection information for shareholders on the

PUMA SE website at <http://about.puma.com>, there under INVESTORS / ANNUAL GENERAL MEETING.

Construction works at the Meeting Venue

Please note that there are currently construction works on the PUMA premises underway, which limit the barrier-free access to the meeting venue. Shareholders or guests who need assistance can contact the reception desk in the headquarter building. They will then be escorted to the meeting room.

The easiest access to the meeting venue is along the wooden barriers and the red PUMA Store building and take a right turn at the end.

Herzogenaurach, March 2019

PUMA SE

The Management Board