



QUARTERLY SALES IN Q2 ABOVE € 2 BILLION FOR THE FIRST TIME IN PUMA'S HISTORY

Q2 sales increased 18.4 %* to € 2,002 Million.
 Q2 operating result (EBIT) increased by 34.4 % to € 146.3 Million.



Footwear
 Q2 22 - 1,007.3
+19.7 %*

H1 22 - 1,948.6
+18.9 %*



Apparel
 Q2 22 - 665.7
+20.2 %*

H1 22 - 1,304.4
+18.1 %*



Accessories
 Q2 22 - 329.0
+11.2 %*

H1 22 - 661.1
+20.9 %*

SALES BY PRODUCT
 DIVISIONS IN
 MILLION €



Q2 22 SALES BY REGION IN MILLION €

+ 21.5 %*	EMEA	706.2
+ 25.6 %*	Americas	940.6
- 1.8 %*	Asia / Pacific	355.1

H1 22 SALES BY REGION IN MILLION €

+ 23.5 %*	EMEA	1,415.1
+ 33.6 %*	Americas	1,756.5
- 10.4 %*	Asia / Pacific	742.6

OUTLOOK 2022

WE RAISE OUR OUTLOOK FOR CURRENCY-ADJUSTED SALES GROWTH TO **MID-TEENS** (PREVIOUSLY AT LEAST TEN PERCENT WITH UPSIDE POTENTIAL)
 WE REITERATE GUIDANCE FOR OPERATING RESULT (EBIT) TO BE IN A RANGE OF **€ 600 MILLION TO € 700 MILLION**

*currency adjusted

Q2 2022 AT A GLANCE

2,002 MILLION € NET SALES	46.5% GROSS PROFIT MARGIN	791 MILLION € OPEX	146 MILLION € EBIT	7.3% EBIT MARGIN
+18.4% REVENUE GROWTH <small>(currency adjusted)</small>	-100 BASIS POINTS	+21.6% OPEX GRWOTH	+34.4% EBIT GROWTH	+40 BASIS POINTS

"The second quarter was another great quarter for us. With a currency adjusted growth of 18% (26% reported) to € 2,002 million, we exceeded € 2 billion in quarterly sales for the first time in PUMA's history. This underlines the strong demand for our products despite all the global obstacles and uncertainties! I am especially proud that we have again seen very strong growth in all our performance categories like Running, Training, Teamsports, Golf and Basketball. We feel that the increased investments into R&D, Innovation and Product Development over the past years are starting to pay off. Our Gross Margin is currently of course under pressure and declined by 100 basis points to 46.5%, mainly due to an unfavorable geographical and channel mix as well as the higher freight rates. Despite increasing costs, we will continue to focus on keeping our prices competitive and will prioritize sales growth and market share gains above short-term profitability. Due to our strong sales growth we managed to increase our EBIT by 34% from € 109 million in Q2 2021 to € 146 million in Q2 2022 despite increased investments into marketing and sales and higher warehousing costs. We do see an increased level of uncertainty around the world: COVID-19 is still around us, the crisis in Ukraine is worse than ever and there is high inflationary pressure in almost all our markets. Despite all these uncertainties we will continue to invest into our people, brand and infrastructure. We will also continue with our "People First" attitude and do everything we can to ensure the health and safety of all our people, especially in Ukraine. The PUMA Family means more than short-term profitability. I remain optimistic for our sector in general and the PUMA brand in particular and we even raise our revenue outlook for the full year 2022."

**BJØRN
 GULDEN**
 CEO
 PUMA SE

- PUMA teams **Manchester City** and **AC Milan** win national league titles
- PUMA and **AC Milan** announce a long-term extension of their partnership
- PUMA and Italian **Lega Serie A** unveil the new official ball for the 2022/23 season
- PUMA releases **four national team home kits** for the **UEFA Women's Championship**
- PUMA and **Breanna "Stewie" Stewart** unveil the **Stewie 1**, the first women's signature basketball shoe in over a decade
- PUMA and **LaMelo Ball** release a special edition basketball shoe **MB.01 Galaxy**
- PUMA and **Neymar Jr.** launch the **Slipstream** sneaker campaign, bringing the '80s basketball silhouette into the modern age
- PUMA introduces its **shopping app** in India and kicks off **Web3 collaborations with 10KTF and Roblox**
- PUMA is ranked **most sustainable brand** on Business of Fashion Sustainability Index 2022
- **Héloïse Temple-Boyer** elected as Chair of the Supervisory Board of PUMA SE



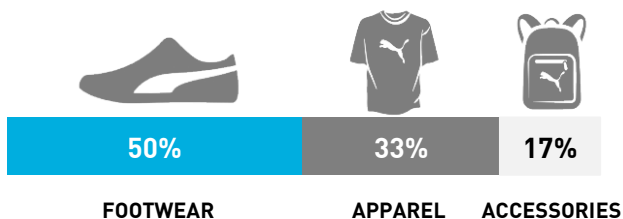
HIGHLIGHTS



SALES SPLIT

In line with previous quarters, sales growth was driven by continued strong demand for our Performance categories like Running & Training, Teamsports, Golf and Basketball, as well as for the Sportstyle category.

PRODUCT



DISTRIBUTION



REGIONAL



FIRST HALF-YEAR 2022 RESULTS

INCOME STATEMENT

(IN MILLION €)

NET SALES	3,914/+19%*
GROSS PROFIT MARGIN	46.8%/-120bps
OPEX	1,504/+20%
EBIT	342/+30%
NET EARNINGS	206/+30%
EPS AVERAGE	1.37

BALANCE SHEET AND CASHFLOW ITEMS

(IN MILLION €)

INVENTORIES	1,984/+43%
TRADE RECEIVABLES	1,190/+28%
TRADE PAYABLES	1,657/+30%
WORKING CAPITAL	1,067/+54%
FREE CASHFLOW	39/+57%

*currency adjusted

FOREVER
FASTER

INVENTORY
JUNE 30TH 2022
(IN MILLION €)
VS LAST YEAR

INVENTORIES IN TRANSIT

753*
+56%

INVENTORIES TOTAL

1,984
+43%

INVENTORIES ON HAND

1,231
+36%

*including raw materials and other inventories

FINANCIAL CALENDAR

October 26, 2022

Quarterly Statement Q3 2022

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 forward-looking statements about the Company's future financial status and strategic initiatives. The forward-looking statements are based on the current expectations and assumptions of the management team. These are subject to a certain level of risk and uncertainty including, but not limited to those described above or in other disclosures, in particular in the chapter Risk and Opportunity Management in the Group Management Report. In the event that the expectations and the assumptions do not materialize or unforeseen risks arise, the Company's actual results can differ significantly from expectations. Therefore, we cannot assume responsibility for the correctness of these statements.