


**PUMA**  
**Q2 2024**  
**FACT SHEET**

**Q2 2024 SALES BY PRODUCT DIVISIONS**  
in € million | % of total Sales

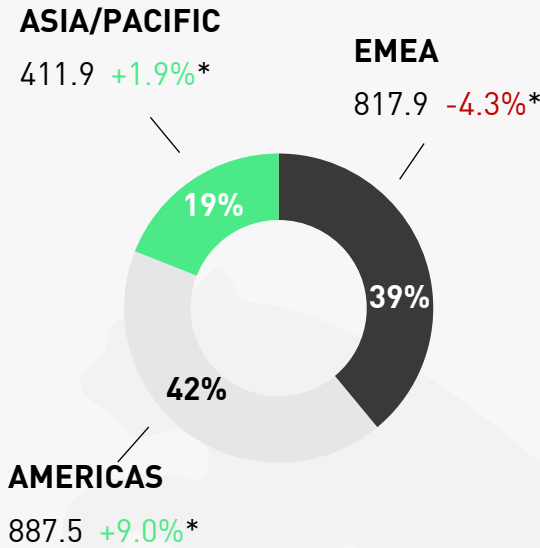
 **FOOTWEAR**  
1,097.0 +0.0%\* | 52%

 **APPAREL**  
705.6 +9.2%\* | 33%

 **ACCESSORIES**  
314.8 -4.7%\* | 15%

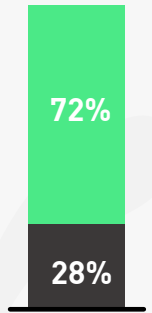
\* currency adjusted sales growth

**Q2 2024 SALES BY REGIONS & CHANNELS**  
in € million



**WHOLESALE**  
1,529.6 -3.3%\*

**DTC**  
587.7 +19.5%\*



\* currency adjusted sales growth

**Q2 2024 P&L FACTS**

<b>2,117</b> € MILLION SALES	<b>46.8%</b> GROSS PROFIT MARGIN	<b>879</b> € MILLION OPEX	<b>117</b> € MILLION EBIT	<b>5.5%</b> EBIT MARGIN
<b>+2.1%</b> SALES GROWTH <small>(currency adjusted)</small>	<b>+2.0</b> PERCENTAGE POINTS	<b>+4.3%</b> OPEX GROWTH	<b>+1.6%</b> EBIT GROWTH	<b>+0.1</b> PERCENTAGE POINTS

**30 JUNE 2024 BALANCE SHEET KPIs**  
in € million / YoY % deviation

INVENTORIES	1,961/-9%
TRADE RECEIVABLES	1,395/+3%
TRADE PAYABLES	1,648/+13%
WORKING CAPITAL	1,644/-3%
FREE CASHFLOW	-204/ +40%

**2024 OUTLOOK**

PUMA reiterates its outlook of **mid-single-digit currency-adjusted sales growth** and narrows its outlook for the **operating result (EBIT) to a range of € 620 million to € 670 million** for the financial year 2024 (2023: € 621.6 million; previous outlook: € 620 – 700 million). We expect net income (2023: € 304.9 million) to change in 2024 in line with the operating result.

“With our second quarter operating performance, we fully delivered on our outlook for the quarter and are well on track to deliver on our outlook for the full year. I could not be prouder of our team and our strong retail partnerships, which were key to delivering this result in an environment of increased currency headwinds, stressed supply chains and macroeconomic and geopolitical challenges that are weighing on consumer sentiment around the world. With view to our strong orderbook for the second half of the year, we reiterate our sales growth outlook in the MSD range and are narrowing our full-year EBIT outlook range to € 620-670m EBIT in light of these external factors.

With our continued focus on a good sell-through and disciplined sell-in, we were able to improve our wholesale business in all regions, except EEMEA. With our strong order book for the second half of the year, we will see further improvement in our wholesale business in the coming quarters. The robust demand for the PUMA brand continues to be driven by our great product newness and innovation which we launched in the past months. There is more to come in the second half of the year. On the performance side, ULTRA, PUMA’s fastest football boot, Deviate Nitro Elite 3, PUMA’s fastest running shoe, and MB.04, PUMA’s latest version of its bestseller signature shoe with LaMelo Ball will be the key newness and innovations for the second half of 2024. Together with our new design partner Salehe Bembury, we will continue to stir up the basketball market with new disruptive designs in the coming year.

On the Sportstyle side, we are continuing to see strong sell-through with our family footwear retail partners, while we are making good progress in the transition of our Sportstyle Prime offer with Palermo, Suede XL and Easy Rider. We are very encouraged by the first launches of Speedcat in the elevated distribution channels globally and by the great feedback of our retail partners on our product line-up. We are very confident about the future success of the low-profile silhouette and are happy to welcome Rosé, the iconic K-Pop star, as great new ambassador for this emerging trend.

We continue to focus our efforts on increasing the brand desirability for the long-term growth of the PUMA brand. With our first global brand campaign in ten years, we have done the first steps and improved our brand consideration with consumers. Delivering great innovation and newness are further pillars of that strategy. With the Euros, Copa America and now the Olympics, we have the perfect stage to create great brand visibility and credibility in our unmissable “fireglow” shoe colourway and showcase the superiority of our Nitro foam technology which enhances the performance of elite and everyday athletes. We are very proud of the achievements of our athletes and are grateful to celebrate these amazing sporting events and iconic moments together with them.”

## FINANCIAL CALENDAR

06 November 2024

Quarterly Statement Q3 2024

## CONTACT

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## 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.