

**PUMA**  
**Q3 2024**  
**FACT SHEET**

**Q3 2024 SALES BY PRODUCT DIVISIONS**

in € million | % of total Sales

**FOOTWEAR**

1,240.3 **+9.3%\*** | 54%

**APPAREL**

763.6 **-0.7%\*** | 33%

**ACCESSORIES**

304.2 **+2.9%\*** | 13%

\* currency adjusted sales growth

**Q3 2024 SALES BY REGIONS & CHANNELS**

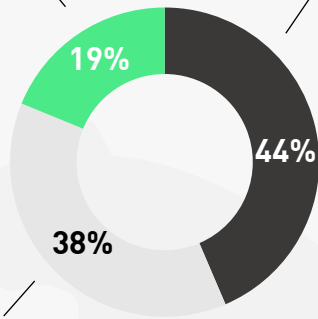
in € million

**ASIA/PACIFIC**

430.4 **+3.0%\***

**EMEA**

1005.5 **+0.8%\***



**AMERICAS**

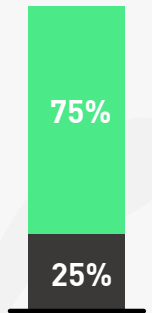
872.2 **+11.4%\***

**WHOLESALE**

1,728.2 **+1.5%\***

**DTC**

580.0 **+17.0%\***



\* currency adjusted sales growth

**Q3 2024 P&L FACTS**

**2,308**

€ MILLION SALES

**47.9%**

GROSS PROFIT MARGIN

**873**

€ MILLION OPEX

**237**

€ MILLION EBIT

**10.3%**

EBIT MARGIN

**+5.0%**

SALES GROWTH (currency adjusted)

**+0.8**

PERCENTAGE POINTS

**+1.1%**

OPEX GROWTH

**+0.3%**

EBIT GROWTH

**+/- 0.0**

PERCENTAGE POINTS

**30 SEP. 2024 BALANCE SHEET KPI's**

in € million / YoY % deviation

INVENTORIES

1,811 / -3%

TRADE RECEIVABLES

1,516 / +4%

TRADE PAYABLES

1,298 / +6%

WORKING CAPITAL

1,883 / +5%

**2024 OUTLOOK**

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

“I’m pleased with the progress on our brand elevation journey as we are building the foundation for accelerated and sustainable growth. We know this takes time, but we have made strong strides in enhancing our brand equity and desirability, stepping up our performance business, and building up consumer relevance in the Sportstyle Prime market. Our new Speedcat Go-to-Market Strategy is performing very well and I am excited about the commercial launch of the Speedcat in a few weeks. I am also pleased that our wholesale business has returned to growth.

With accelerated sales growth in Q3 and EBIT meeting expectations as well as a strong orderbook for Q4, we’re on track to meet our full-year 2024 outlook. This success is due to the great engagement of the entire PUMA Family and its incredible partners.

I’m looking forward to shaping the next chapter of PUMA’s growth together with the Management Board team, which has recently welcomed Markus as our new CFO.”

## 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.