



AGENDA

01. BRAND UPDATE Q2 2024

02. FINANCIAL UPDATE Q2/H1 2024

03. OUTLOOK 2024

MAIN HIGHLIGHTS

Q2 2024 FULLY IN LINE WITH EXPECTATIONS

GAINING FURTHER MARKET SHARE IN PERFORMANCE CATEGORIES

MAKING FURTHER PROGRESS WITH SPORTSTYLE TRANSITION

DRIVING PROGRESS IN BRAND ELEVATION





CREATING BUZZ ON AND OFF THE PITCH

DURING COPA AMERICA 2024



GREAT POINT OF SALE EXECUTION

INSTORE ACTIVATIONS ACROSS ALL CHANNELS





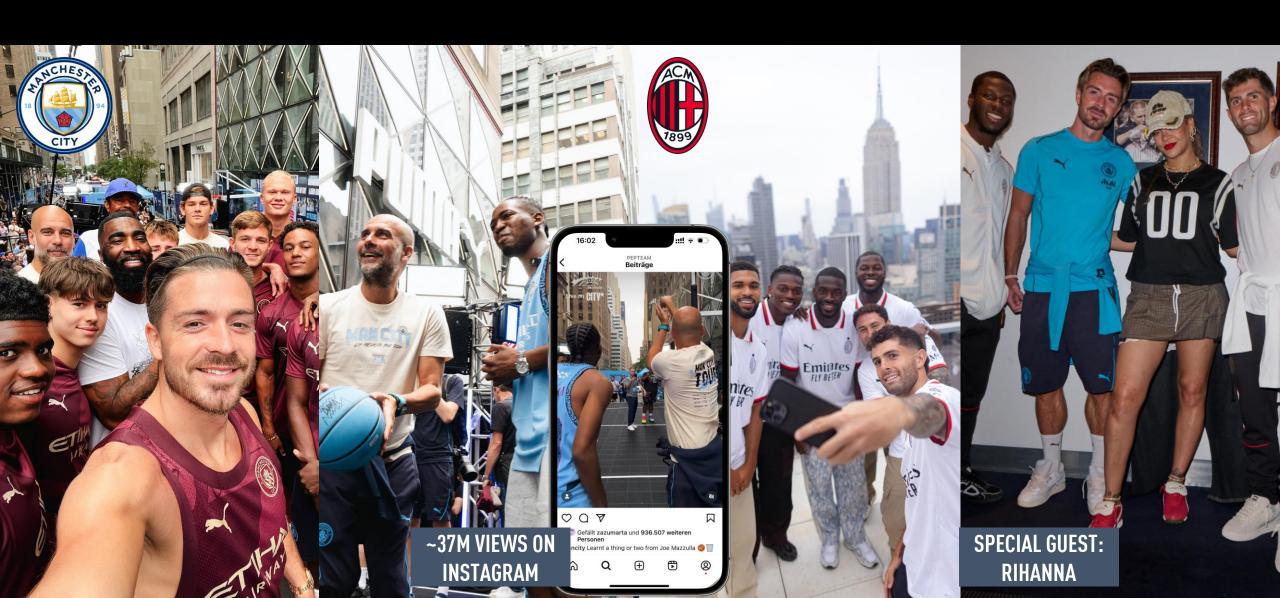


THE BEST TEAMS IN THE BEST LEAGUES

SUCCESSFUL SEASON 23/24 IN PREMIER LEAGUE AND CHAMPIONS LEAGUE

U.S. ACTIVATION TOUR OF MAN CITY & AC MILAN

STRONG ACTIVATION IN NEW YORK CITY FEATURING 3RD KIT FOR 2024/2025





MAIN PRODUCT NEWNESS: DEVIATE NITRO ELITE 3

STRONGEST SELL-THROUGH TO DATE WITH GREAT CONSUMER FEEDBACK



RUNNERS NERD

2.5M VIEWS



@TheValonquar 1 day ago
I got this bad boi early. 10/10. Easily shoe of the year for me.

@davidjanbaz7728 8 days ago
Maybe you should give the medals to the shoe companies!!!



GREAT POINT OF SALE EXECUTION

CONTINUOUS FOCUS TO WIN IN RUNNING SPECIALTY ACCOUNTS









OUR CONCEPT SHOE: FAST RULE BREAKER



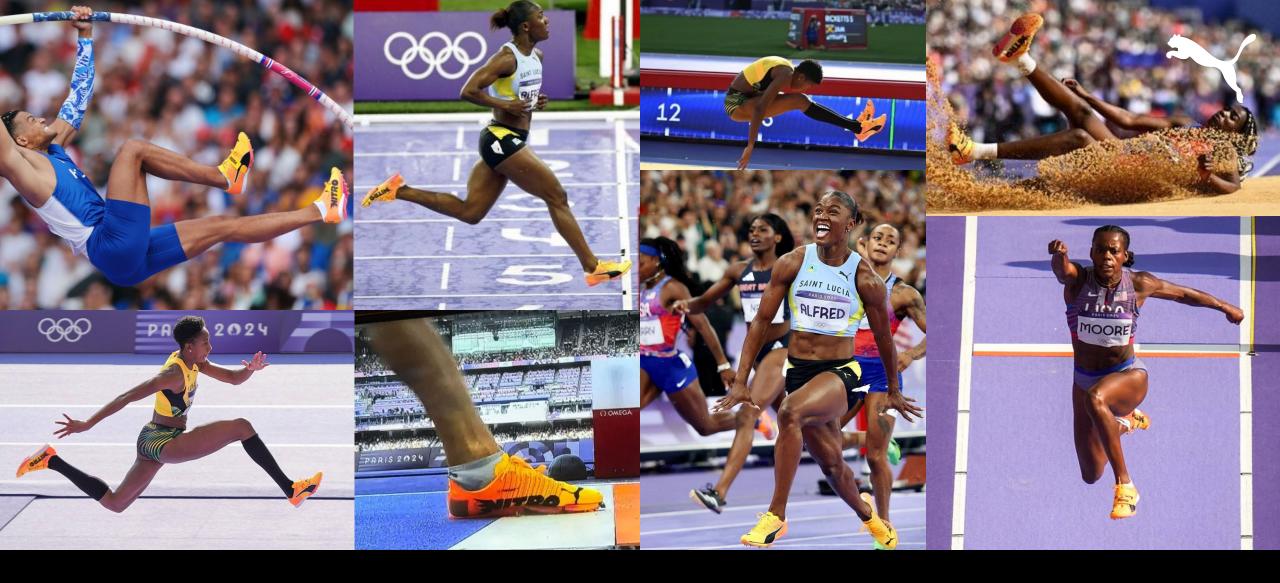
CONTINUOUS INVESTMENT IN INNOVATION PROJECTS





FIRST FOUR GOLD MEDALS IN PARIS

GREAT PERFORMANCE OF OUR ATHLETES FUELD BY NITRO



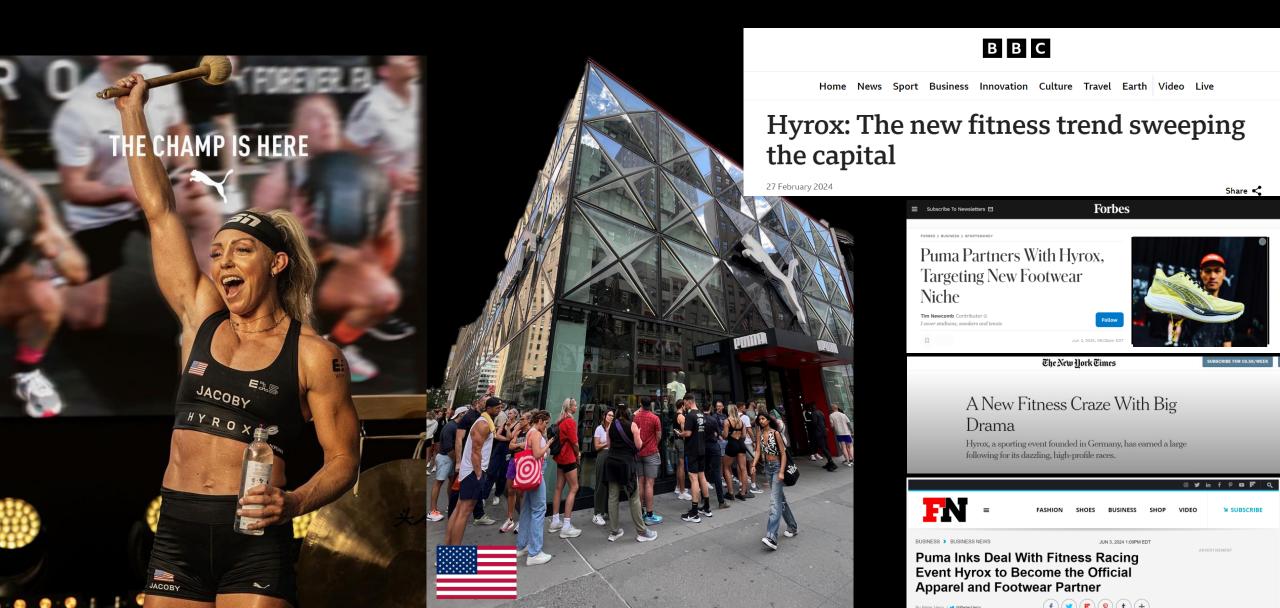
BUILDING NITRO EQUITY

MEDAL WINNING WITH NITRO DURING OLYMPICS

NEW GLOBAL PARTNERSHIP WITH HYROX

ENGAGING WITH > 200K PARTICIPANTS IN 25 COUNTRIES





MAIN PRODUCT NEWNESS: 3D PRINTED STEEL IRONS



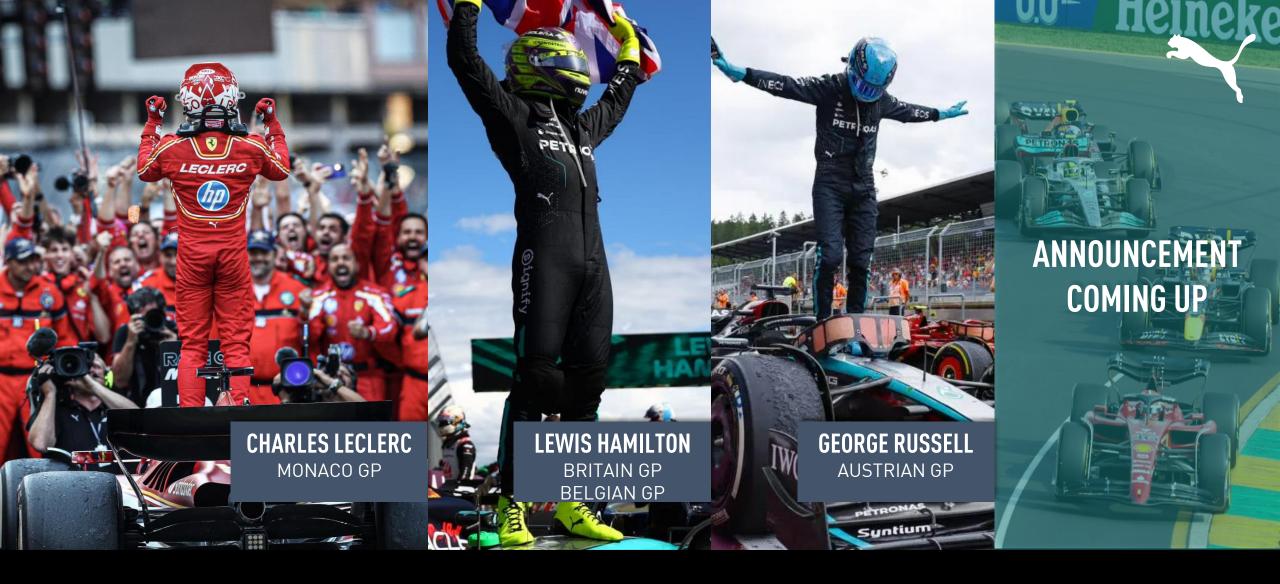
GREAT COMMERCIAL SUCCESS AT ELEVATED PRICE POINT (RRP: 3,000 USD)





PUMA PLAYERS WINNING TOURNAMENTS

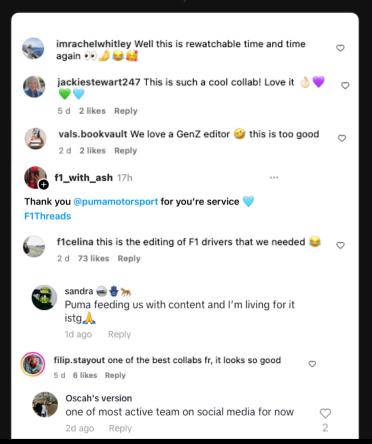
RECENT SUCCESS STORIES SHOWCASING STRONG BRAND PRESENCE



PUMA DRIVERS WINNING IN F1

RECENT GRAND PRIX SUCCESS STORIES SHOWCASING STRONG BRAND PRESENCE









GREAT BUZZ WITH LEWIS HAMILTON & GEORGE RUSSELL

SILVERSTONE GRAND PRIX TAKEOVER WITH RAEBURN



SCOOT HENDERSON ON TOUR IN CHINA

STRENGTHENING OUR PERFORMANCE PERCEPTION

WINNING THE NEXT GENERATION FOR PUMA HOOPS



FIRST SEASON OF NXTPRO

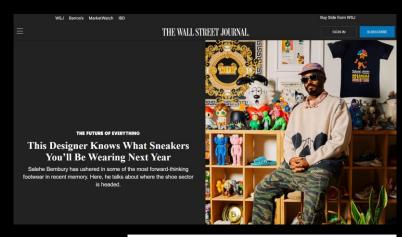




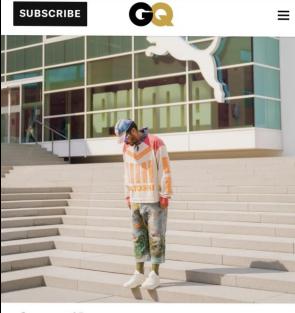
WELCOME TO PUMA, SALEHE BEMBURY!

INDUSTRY-FIRST APPROACH TO HOOPS









Courtesy of Puma

Style

Puma Taps Salehe Bembury to Design Its Basketball Sneakers

The game-changing sneaker designer will create a new silhouette and help recruit the brand's next signature athlete.





ONGOING MOMENTUM IN FAMILY FOOTWEAR

WITH EXISTING AND NEW FRANCHISES





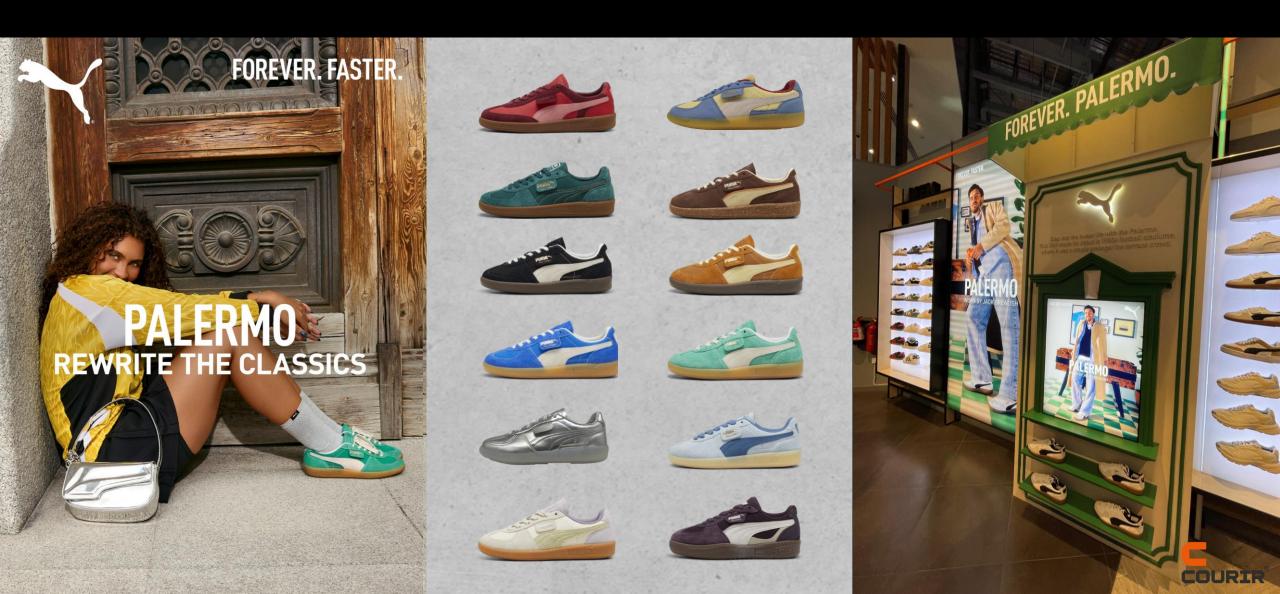




FURTHER ACCELERATION OF PALERMO

STRONG INCREASE OF VOLUME SOLD THROUGH VERSUS Q1 2024

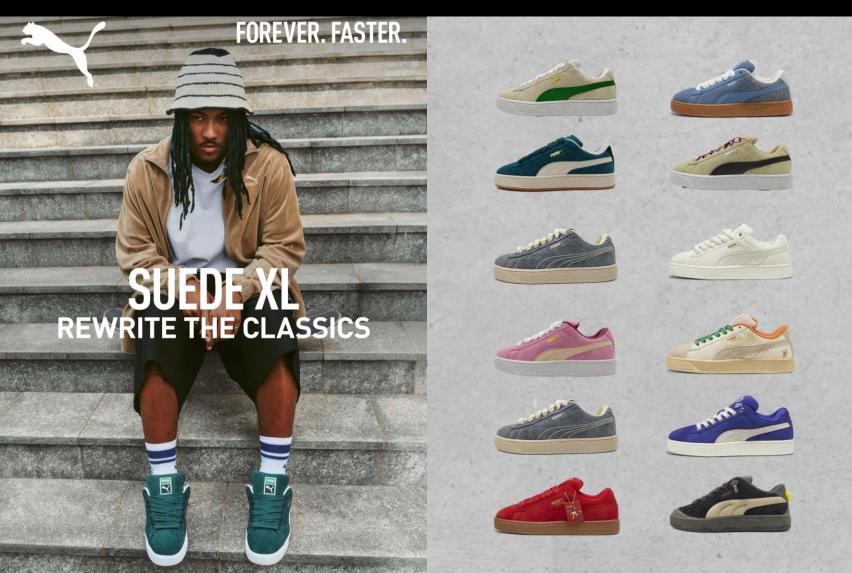




FURTHER ACCELERATION OF SUEDE XL

STRONG INCREASE OF VOLUME SOLD THROUGH VERSUS Q1 2024







GLOBAL LAUNCH OF EASY RIDER

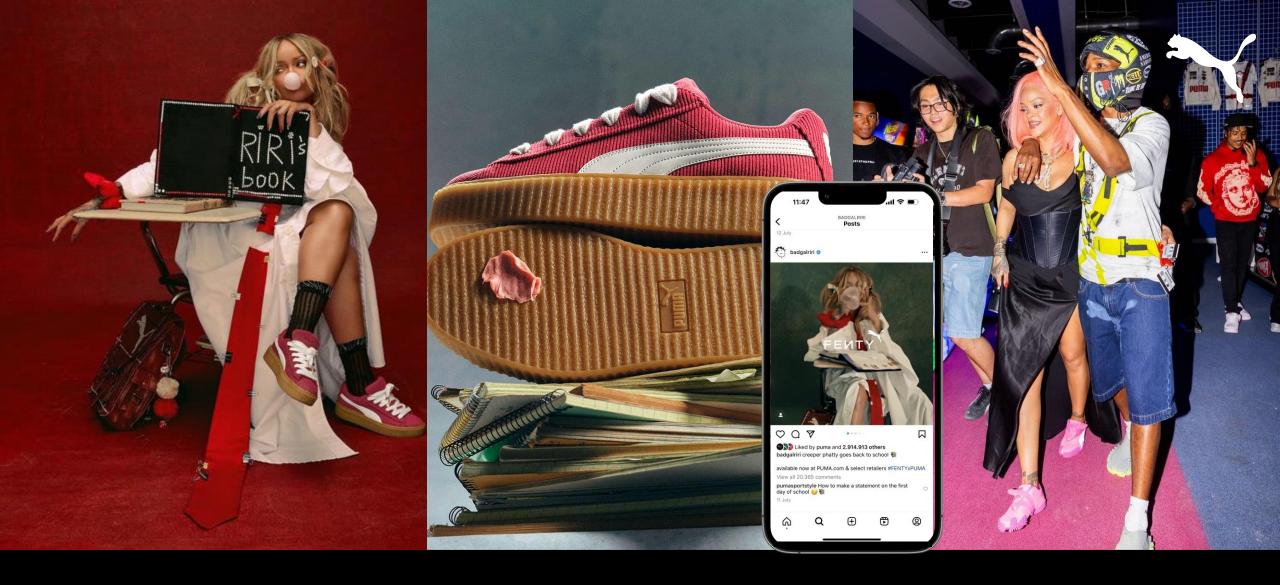
BRINGING FURTHER NEWNESS TO THE MARKET











DRIVING GREAT BRAND AWARENESS

LEVERAGING RIHANNA'S REACH AND CULTURAL RELEVANCE







HIGHLY SUCCESSFUL PRE-LAUNCH IN ASIA

SPEEDCAT IMMEDIATELY SOLD OUT IN CHINA, SOUTH KOREA AND JAPAN









HIGHLY SUCCESSFUL PRE-LAUNCH ALSO IN EUROPE

GREAT SELL-THROUGH SUCCESS IN WHOLESALE AND DTC

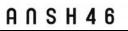






SOLD OUT













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GLOBAL AMBASSADORS SUPPORTING KEY FRANCHISES

WELCOME TO THE PUMA FAM, ROSÉ!

A\$AP ROCKY TAKING OVER RUNWAY

MOSTRO AND INHALE AS FOCUS DURING PARIS FASHION WEEK



STEAKER NEWS

AIR JORDAN RELEASE DATES SNEAKER RELEASE DATES YEEZY RELEASE DATES SUBSCRIBE

A\$AP Rocky's AWGE Fashion Show In Paris Highlighted By The Mostro 3.D.

This futuristic shoe is arriving in September.

A\$AP Rocky Just Revealed His Latest Puma Sneakers During Paris Fashion Week - Including a 3D **Printed Mostro**

















An Exclusive Preview of A\$AP Rocky's Debut Paris Fashion Week Show

"Now it's my time," the rapper-designer told GO of his AWGE runway collection American Sabotage



FOCUSING ON BRINGING NEWNESS AND INNOVATION

GV

CONTINUING TO BUILD TRACTION IN THE MARKETPLACE

ARIZONA



NEW RETAIL FORMATS IN CHINA

FURTHER PROGRESS IN PILOTING AND ROLL-OUT OF NEW CONCEPTS

MAIN HIGHLIGHTS

Q2 2024 FULLY IN LINE WITH EXPECTATIONS

GAINING FURTHER MARKET SHARE IN PERFORMANCE CATEGORIES

MAKING FURTHER PROGRESS WITH SPORTSTYLE TRANSITION

DRIVING PROGRESS IN BRAND ELEVATION





INVESTING IN OUR INFRASTRUCTURE FOR FUTURE GROWTH

ONGOING EFFORTS TO EXPAND DISTRIBUTION CENTERS AND PROGRESS IN ERP

PUMA NAMED AMONG "WORLD'S MOST SUSTAINABLE COMPANIES OF 2024" BY NEWS MAGAZINE TIME & STATISTA

ONLY SPORTING GOODS BRAND
IN TOP 500





Q2 2024 SALES BREAKDOWN

SALES VS LAST YEAR (IN %, CURRENCY ADJUSTED)



BY CHANNEL		BY DIVISION		BY REGION	
WHOLESALE	-3.3%				
TOTAL DTC	+19.5%	FOOTWEAR	+0.0%	EMEA	-4.3%
BRICK & MORTAR	+16.5%	APPAREL	+9.2%	AMERICAS	+9.0%
E-COM	+25.6%	ACCESSORIES	-4.7%	APAC	+1.9%
TOTAL	+2.1%	TOTAL	+2.1%	TOTAL	+2.1%
TOTAL:	EUR 2,117.3 M	TOTAL:	EUR 2,117.3 M	TOTAL:	EUR 2,117.3 M

H1 2024 SALES BREAKDOWN

SALES VS LAST YEAR (IN %, CURRENCY ADJUSTED)



BY CHANNEL		BY DIVISION		BY REGION	
WHOLESALE	-3.1%				
			4.404		2.00
TOTAL DTC	+16.7%	F00TWEAR	+1.6%	EMEA	-2.2%
BRICK & MORTAR	+16.0%	APPAREL	+3.5%	AMERICAS	+5.1%
E-COM	+18.1%	ACCESSORIES	-4.0%	APAC	+1.2%
TOTAL	+1.3%	TOTAL	+1.3%	TOTAL	+1.3%
TOTAL:	EUR 4,219.6 M	TOTAL:	EUR 4,219.6 M	TOTAL:	EUR 4,219.6 M

Q2 2024 SALES BREAKDOWN



QUARTERLY SALES BY MARKET VS LAST YEAR (IN %, CURRENCY ADJUSTED)

	Q1 2023	Q2 2023	Q3 2023	Q4 2023	FY 2023	Q1 2024	Q2 2024
EEA	+23.4%	+9.0%	-1.4%	-9.2%	+4.9%	-3.5%	+2.7%
EEMEA	+33.5%	+111.4%	+63.6%	+11.6%	+52.0%	+15.1%	-23.2%
NORTH AMERICA	-18.6%	-16.7%	-12.4%	-10.9%	-14.7%	-2.7%	+1.3%
LATIN AMERICA	+54.6%	+26.4%	+35.2%	+4.7% > 40% EXCL. ARS DEVALUATION	+28.8%	+7.8%	+24.3%
GREATER CHINA	+9.8%	+36.2%	+8.6%	+31.0%	+19.2%	+6.8%	+7.6%
APAC (EXCL. GREATER CHINA)	+40.9%	+19.6%	+2.8%	-5.9%	+11.1%	-3.1%	-0.7%
TOTAL	+14.4%	+11.1%	+6.0%	-4.0%	+6.6%	+0.5%	+2.1%



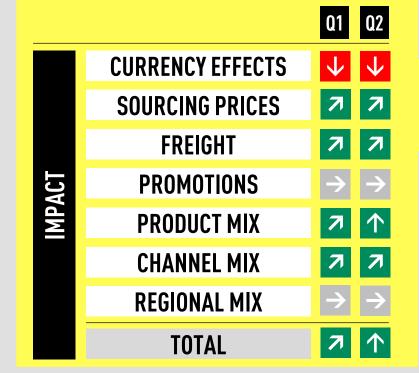


PUMA GROUP	Q2 2023	Q2 2024	DEVIATION
SALES (in EUR M)	2,120.7	2,117.3	-0.2% (+2.1% ca)
GROSS PROFIT (in EUR M/% of Sales)	949.8 (44.8%)	990.6 (46.8%)	+4.3% (+2.0% pts)

SUMMARY – VS LAST YEAR (REPORTED CURRENCY)



PUMA GROUP	Q2 2023	Q2 2024	DEVIATION
SALES (in EUR M)	2,120.7	2,117.3	-0.2% [+2.1% ca]
GROSS PROFIT (in EUR M/% of Sales)	949.8 (44.8%)	990.6 (46.8%)	+4.3% Z.0% pts)



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PUMA GROUP	Q2 2023	Q2 2024	DEVIATION
SALES (in EUD M)	2,120.7	2,117.3	-0.2%
(in EUR M) GROSS PROFIT	949.8	990.6	(+2.1% ca) +4.3%
(in EUR M/ % of Sales)	(44.8%)	(46.8%)	(+2.0% pts)
OPEX*	-834.5	-873.4	-4.7%
(in EUR M/ % of Sales)	(-39.3%)	(-41.2%)	(-1.9% pts)



PUMA GROUP		Q2 2023 Q2 20		DEVIATION
SALES (in EUR M)		2,120.7	2,117.3	-0.2% (+2.1% ca)
GROSS PROFIT (in EUR M/% of Sales)		949.8 (44.8%)	990.6 (46.8%)	+4.3% (+2.0% pts)
OPEX* (in EUR M/ % of Sales)		-834.5	-8 73.4 01 02 41.2%	-4.7% (-1.9% pts)
	NO.	MARKETING	\rightarrow	
	IMPACT ON OPEX %	CHANNEL MIX	7 7	
	ΣΟ	OTHER OPEX	→ 7	
		TOTAL	7 7	



PUMA GROUP	Q2 2023	Q2 2024	DEVIATION
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GROSS PROFIT (in EUR M/% of Sales)	949.8 (44.8%)	990.6 (46.8%)	+4.3% (+2.0% pts)
OPEX* (in EUR M/% of Sales)	-834.5 (-39.3%)	-873.4 (-41.2%)	-4.7% (-1.9% pts)
EBIT (in EUR M/% of Sales)	115.3 (5.4%)	117.2 (5.5%)	+1.6% (+0.1% pts)
EBITDA (in EUR M/% of Sales)	195.1 (9.2%)	205.4 (9.7%)	+5.3% (+0.5% pts)
NET INCOME (in EUR M/% of Sales)	55.0 (2.6%)	41.9 (2.0%)	-23.8% [-0.6% pts]



PUMA GROUP	H1 2023	H1 2024	DEVIATION
SALES (in EUR M)	4,308.3	4,219.6	-2.1% (+1.3% ca)
GROSS PROFIT (in EUR M/% of Sales)	1,966.8 (45.7%)	1,989.6 (47.2%)	+1.2% (+1.5% pts)
OPEX* (in EUR M/% of Sales)	-1,675.9 (-38.9%)	-1,713.4 (-40.6%)	-2.2% (-1.7% pts)
EBIT (in EUR M/% of Sales)	290.9 (6.8%)	276.2 (6.5%)	-5.1% (-0.3% pts)
EBITDA (in EUR M/ % of Sales)	455.6 (10.6%)	445.8 (10.6%)	-2.2% (+0.0% pts)
NET INCOME (in EUR M/% of Sales)	172.3 (4.0%)	129.3 (3.1%)	-25.0% (-0.9% pts)

BALANCE SHEET KPIS

VS LAST YEAR (IN EUR M, REPORTED CURRENCY)



PUMA GROUP	30 JUN 2023	30 JUN 2024	DEVIATION
INVENTORIES	2,145.9	1,961.1	-8.6%
TRADE RECEIVABLES	1,348.4	1,394.7	+3.4%
TRADE PAYABLES	1,457.3	1,647.9	+13.1%
WORKING CAPITAL	1,693.0	1,643.7	-2.9%
CASH & CASH EQUIVALENTS	307.9	271.8	-11.7%
FREE CASH FLOW	-341.4	-204.4	+40.1%





CONTINUED CHALLENGING MARKET ENVIRONMENT

OUR ASSUMPTION FOR H2 2024

GEO-POLITICAL CONFLICTS CONTINUE TO WEIGHT ON SENTIMENT





NO SIGNIFICANT IMPROVEMENT OF CONSUMER SENTIMENT IN EUROPE & NORTH AMERICA









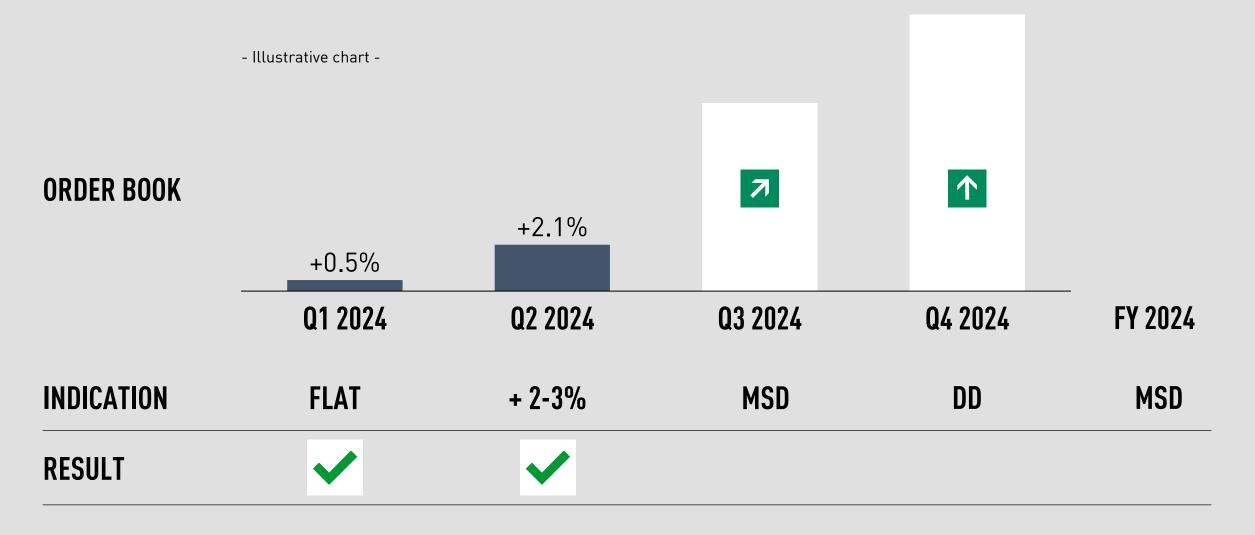




DELIVERING ON OUR OUTLOOK

SALES VS LAST YEAR (IN %, CURRENCY ADJUSTED)

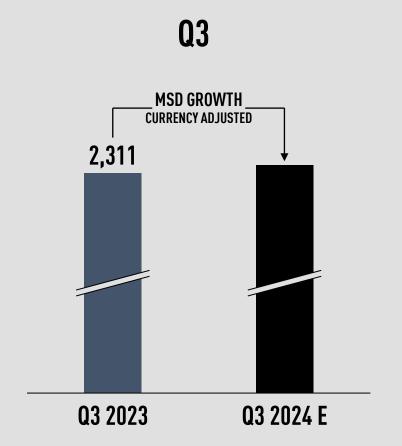


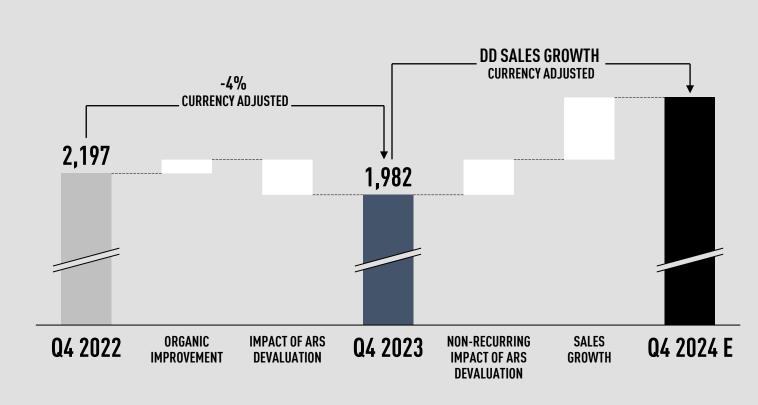


Q3 & Q4 SALES PHASING

IN EUR M / AS REPORTED / INDICATIVE CHARTS







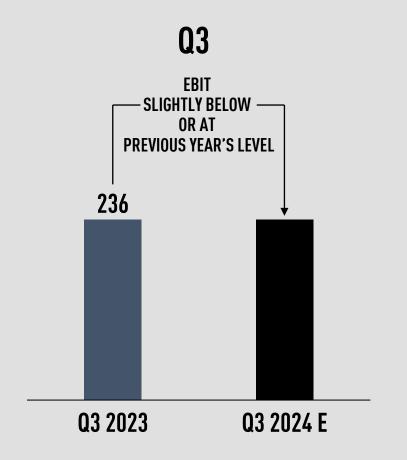
Q4

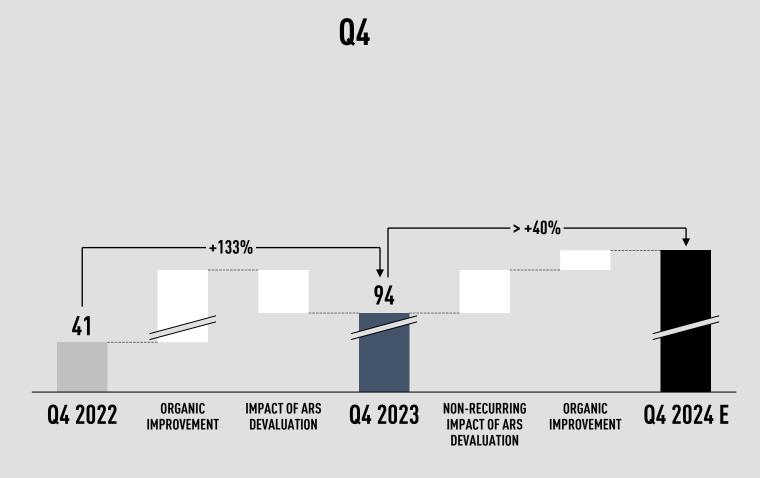
The one-off base impact of the Argentine peso devaluation in 2023 will more than offset the FX headwinds from other currencies in the fourth quarter 2024.

Q3 & Q4 EBIT PHASING

IN EUR M / AS REPORTED / INDICATIVE CHARTS

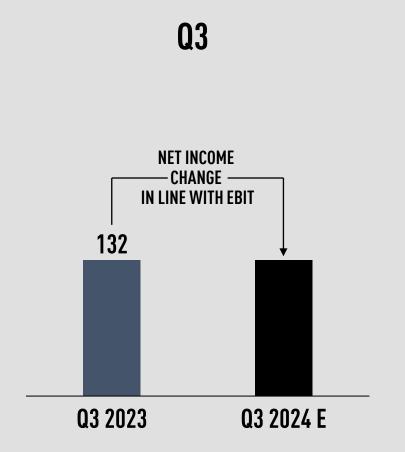


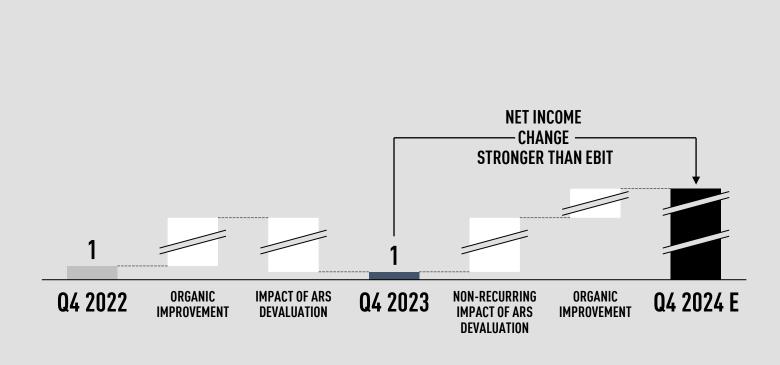




Q3 & Q4 NET INCOME PHASING

IN EUR M / AS REPORTED / INDICATIVE CHARTS





Q4

OUTLOOK FOR 2024

SALES, EBIT & NET INCOME OUTLOOK



FY 2023

OUTLOOK 2024

SALES (IN EUR M)

8,602
(REPORTED CURRENCY)

MID SINGLE-DIGIT GROWTH

(CURRENCY-ADJUSTED)



EBIT

(IN EUR M / % OF SALES)

622

(7.2%)
(REPORTED CURRENCY)

BETWEEN 620 - 670 MILLION



PREVIOUSLY: 620 - 700 MILLION

NET INCOME

(IN EUR M / % OF SALES)

305
(3.5%)
(REPORTED CURRENCY)

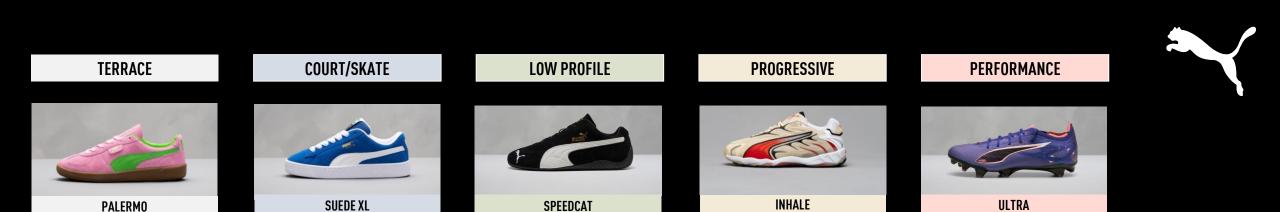
CHANGE VS '23 IN LINE WITH EBIT





BUILDING THE FOUNDATION FOR GROWTH BASED ON BRAND DESIRABILITY

BRAND CAMPAIGN PROVIDED BEST EVER VISIBILITY DURING EURO, COPA & NOW OLYMPICS

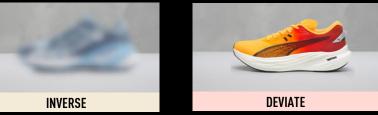














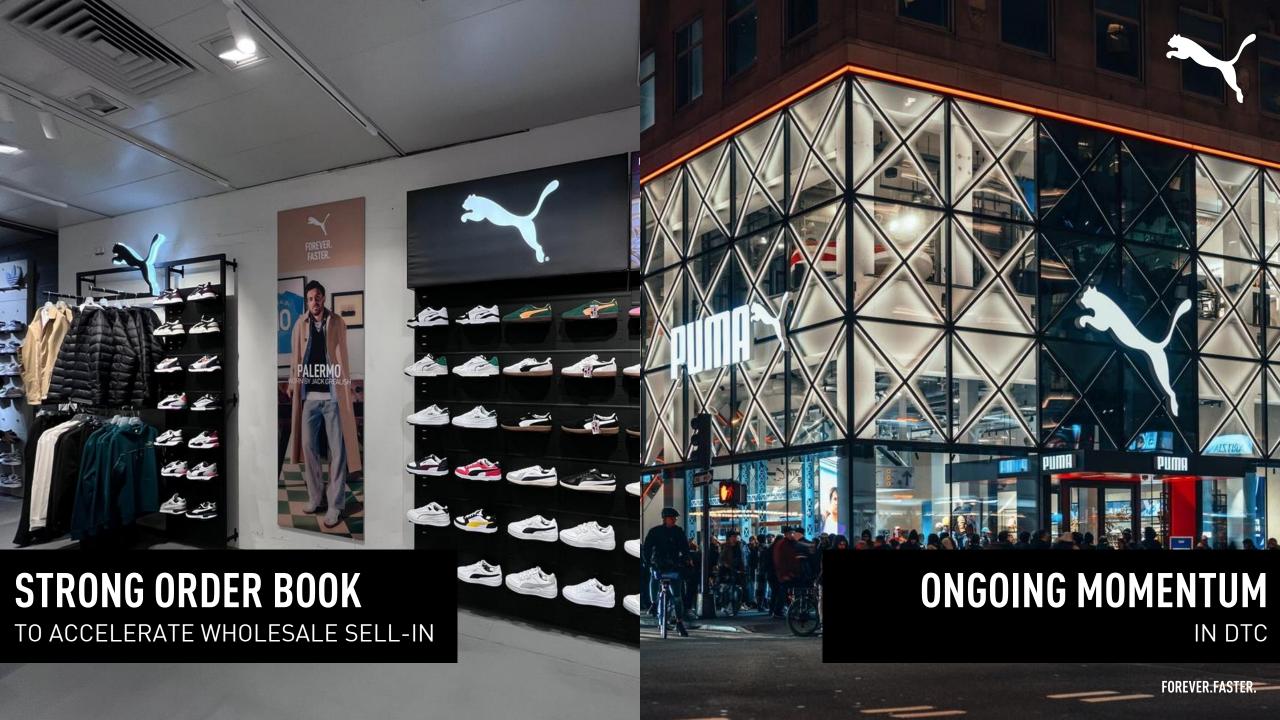






FOCUS ON BRINGING NEWNESS AND INNOVATION

CONTINUING TO BUILD TRACTION IN THE MARKETPLACE

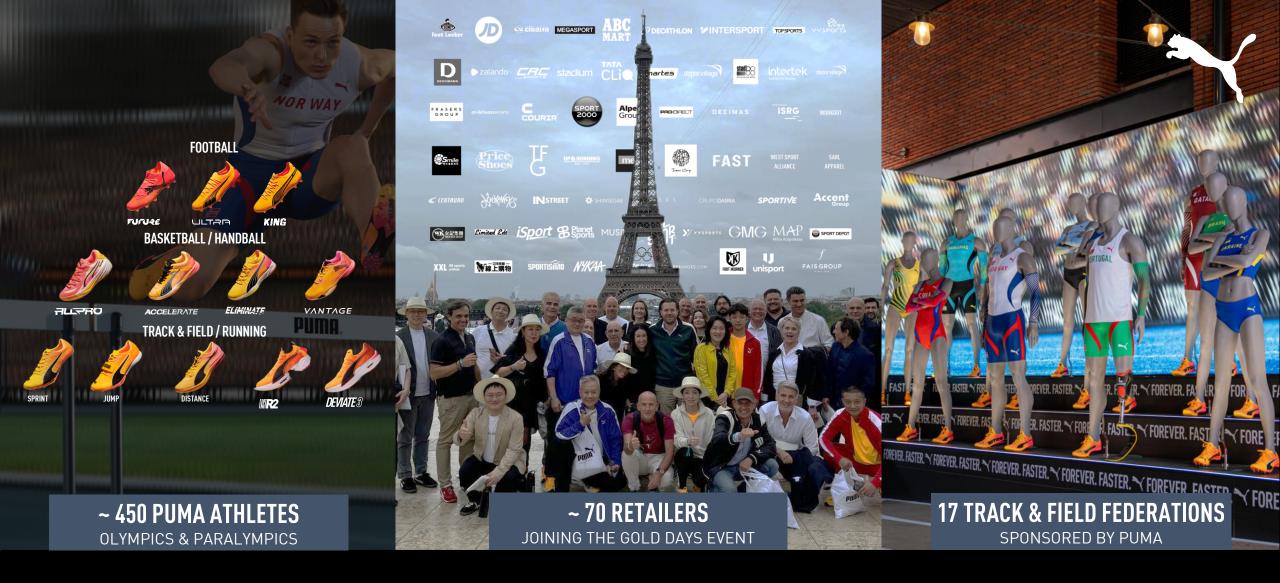


PROGRESS IN STRATEGIC FOCUS MARKETS

CONTINUING GROWTH IN SOFT CHINESE ENVIRONMENT & RETURNING TO GROWTH IN THE U.S.







ALL EYES ON PARIS

STRONG ACTIVATION WITH OUR PARTNERS

