

PUMA CONFERENCE CALL

PRELIMINARY RESULTS 2023
& OUTLOOK 2024

JANUARY 24TH, 2024





AGENDA



1. OVERVIEW 2023
2. HYPERINFLATION ACCOUNTING
3. OUTLOOK 2024
4. Q&A

PUMA DELIVERED ON 2023 OUTLOOK

DESPITE SIGNIFICANT DEVALUATION OF ARGENTINE PESO (PRELIMINARY RESULTS)

OUTLOOK 2023

SALES

**HIGH SINGLE-DIGIT
GROWTH**

(CURRENCY-ADJUSTED)

EBIT

(IN EUR M)

**BETWEEN €590 – 670
MILLION**

RECORDED FINANCIAL PERFORMANCE 2023

+6.6%

(CURRENCY-ADJUSTED)

~622

UNDERLYING OPERATING PERFORMANCE 2023

>+8%

(CURRENCY-ADJUSTED)



>641

(LAST YEAR)

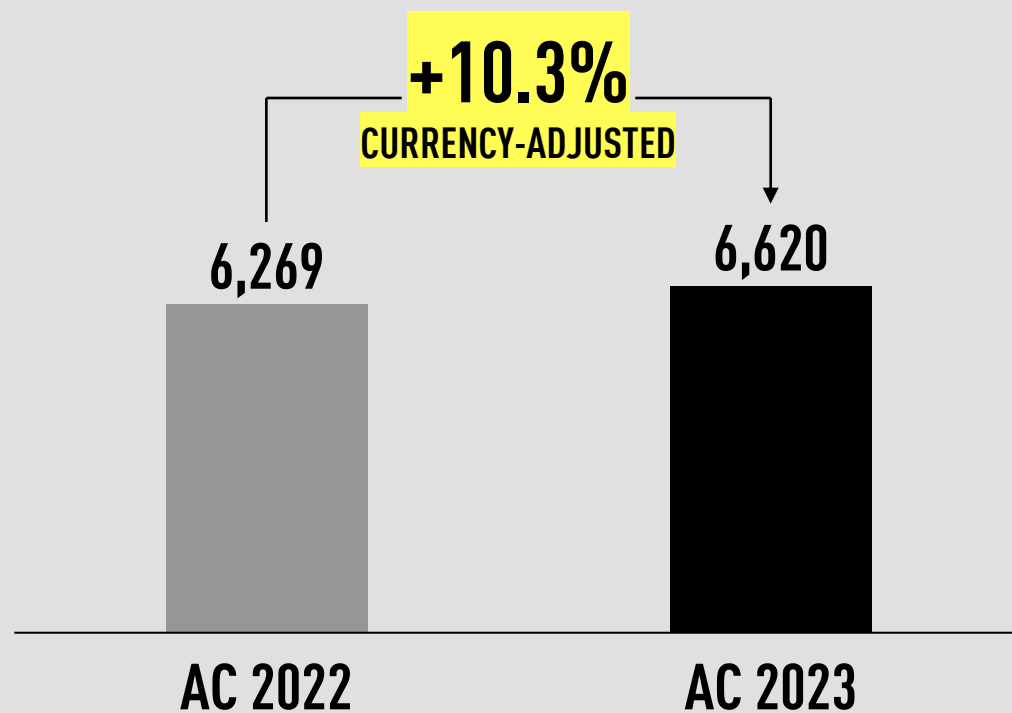


RECAP YTD 2023 AND OUTLOOK 2023

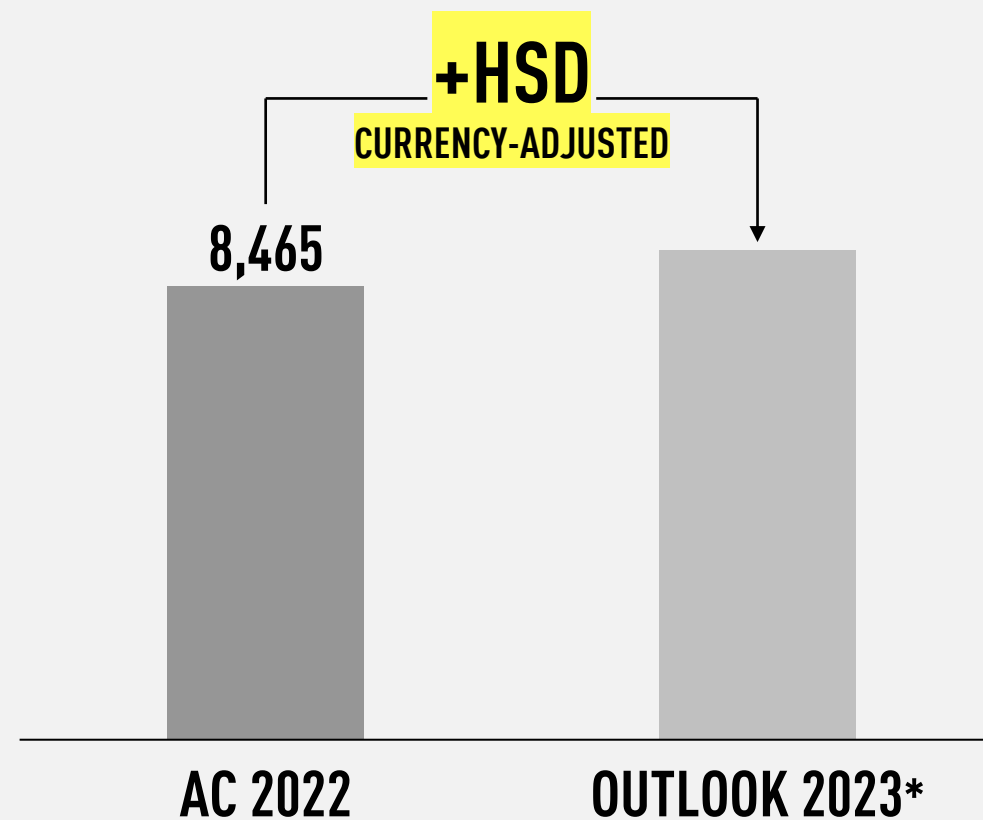
IN EUR M (ABSOLUTE FIGURES AS REPORTED)



SALES - SEPTEMBER YTD 2023



SALES - OUTLOOK 2023



*BASED ON CURRENT FX RATES END OF Q3 2023

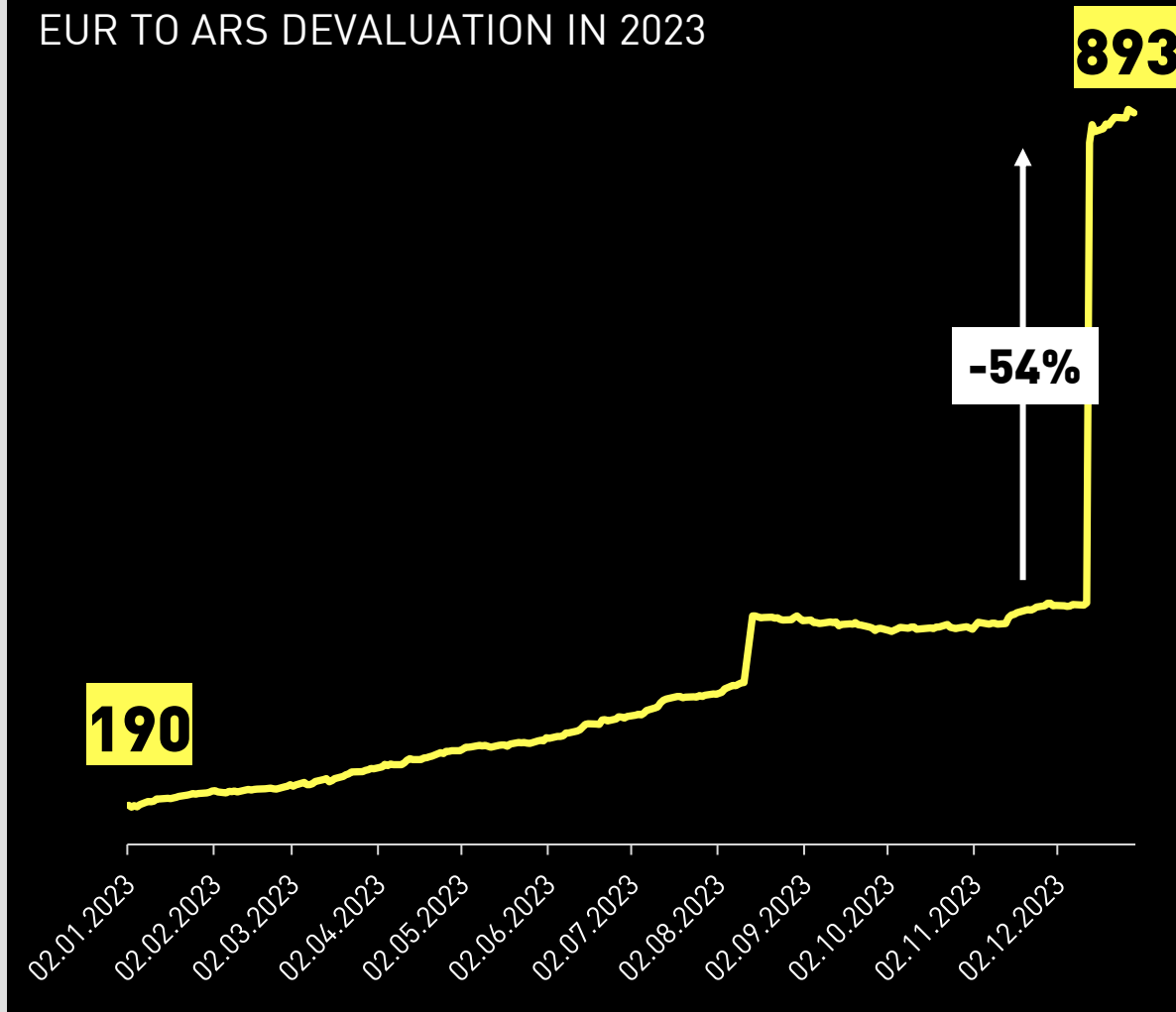
ILLUSTRATIVE CHARTS

FOREVER.FASTER.

HIGH LEVEL SUMMARY HYPERINFLATION ACCOUNTING



EUR TO ARS DEVALUATION IN 2023



SIMPLIFIED APPROACH

- **STEP ONE:** INFLATION ADJUSTMENT ACCORDING TO OFFICIAL INFLATION INDEX
- **STEP TWO:** TRANSLATION OF FULL YEAR P&L AND BALANCE SHEET WITH CLOSING RATE

CONCLUSION

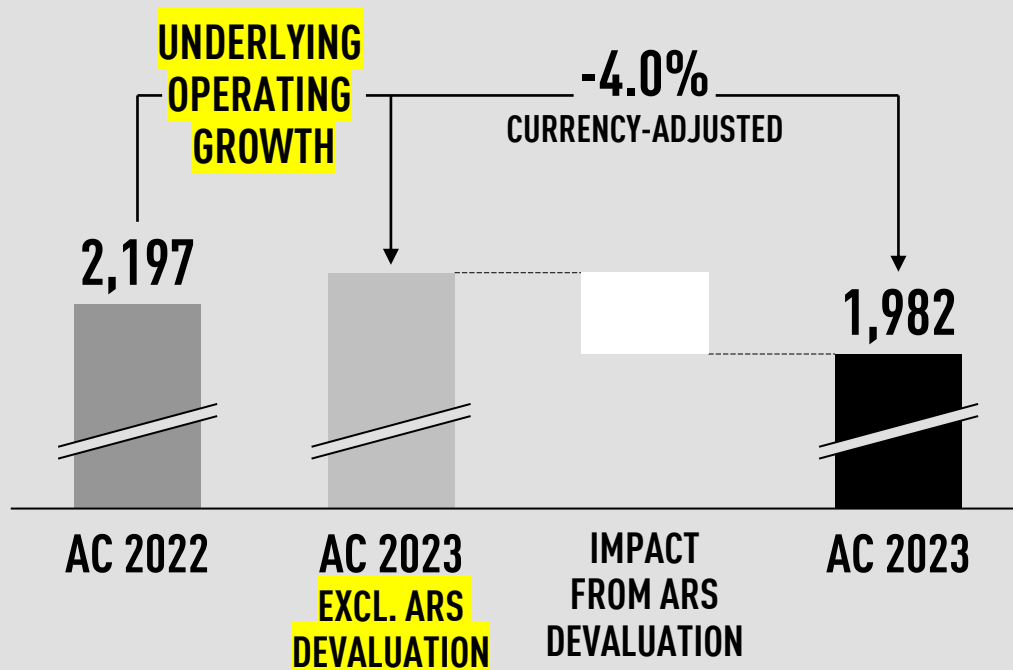
- DUE TO THE TRANSLATION AT THE CLOSING RATE, THE EXTRAORDINARY DEVALUATION OF THE ARGENTINE PESO IN DECEMBER 2023 HAD A SIGNIFICANT NEGATIVE IMPACT ON THE RECORDED FINANCIAL PERFORMANCE OF THE PUMA GROUP
- IT WAS NOT POSSIBLE TO OFFSET THE IMPACT OF THE DEVALUATION THROUGH PRICE INCREASES IN THE SHORT-TERM

IMPACT OF ARGENTINE PESO DEVALUATION ON SALES

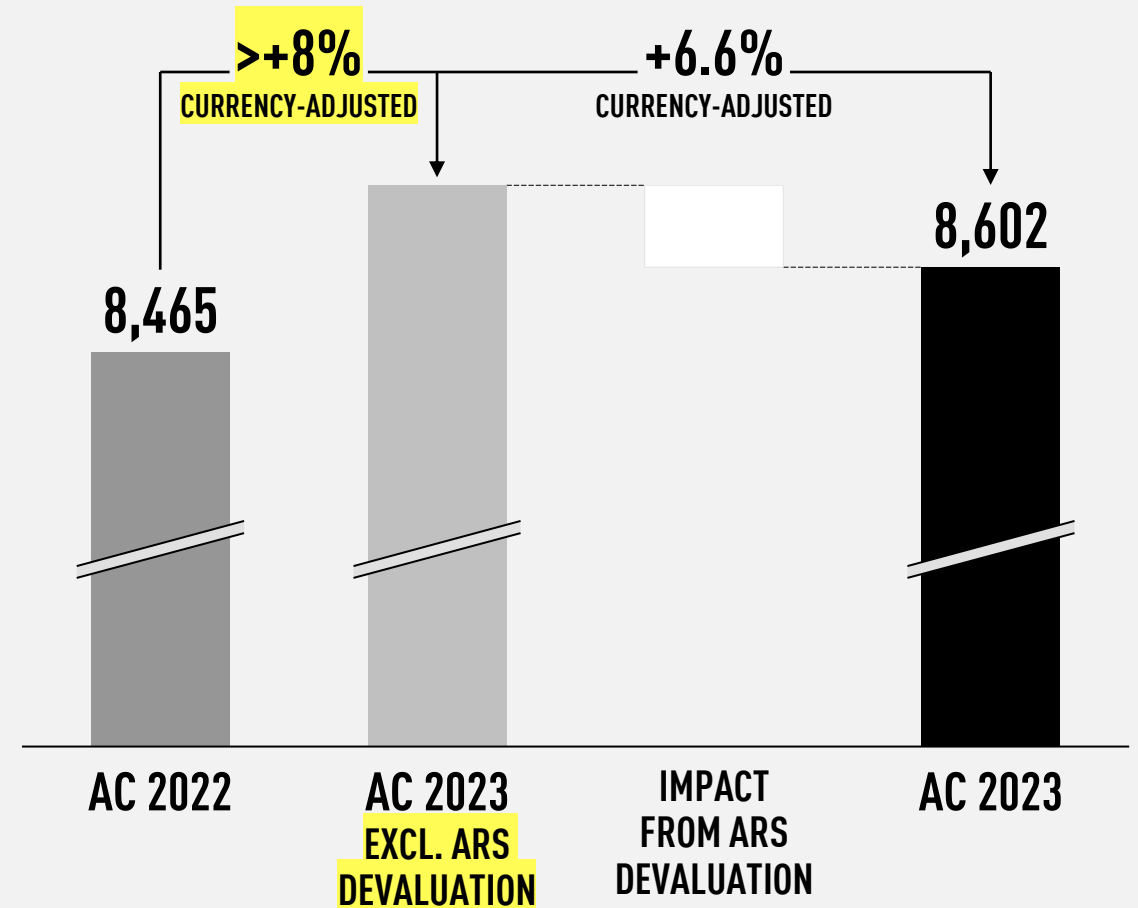
IN EUR M / ABSOLUTE FIGURES AS REPORTED (PRELIMINARY RESULTS)



SALES - Q4 2023



SALES - FY 2023

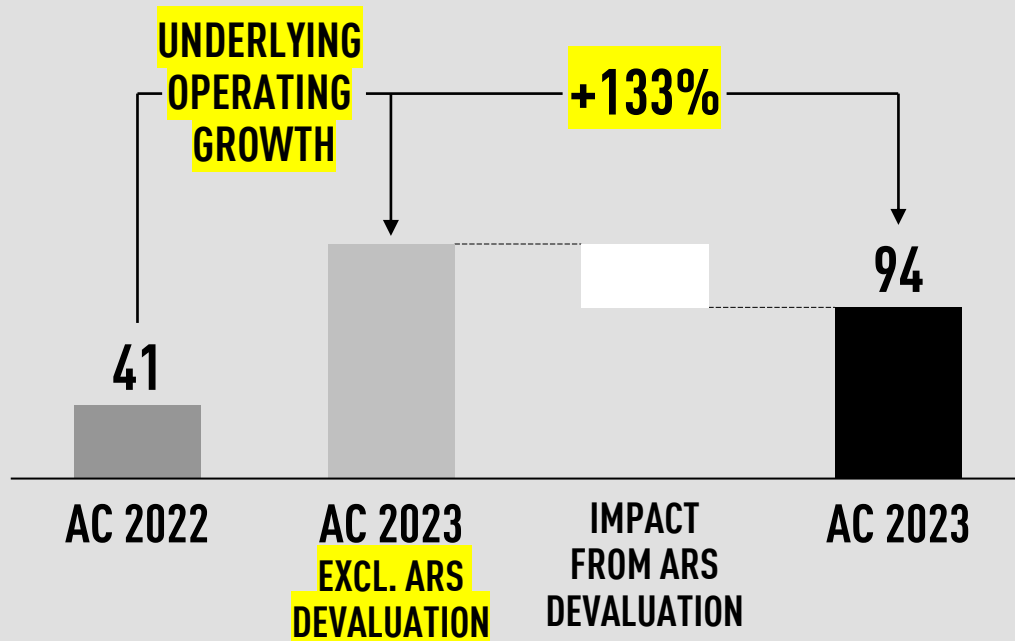


IMPACT OF ARGENTINE PESO DEVALUATION ON EBIT

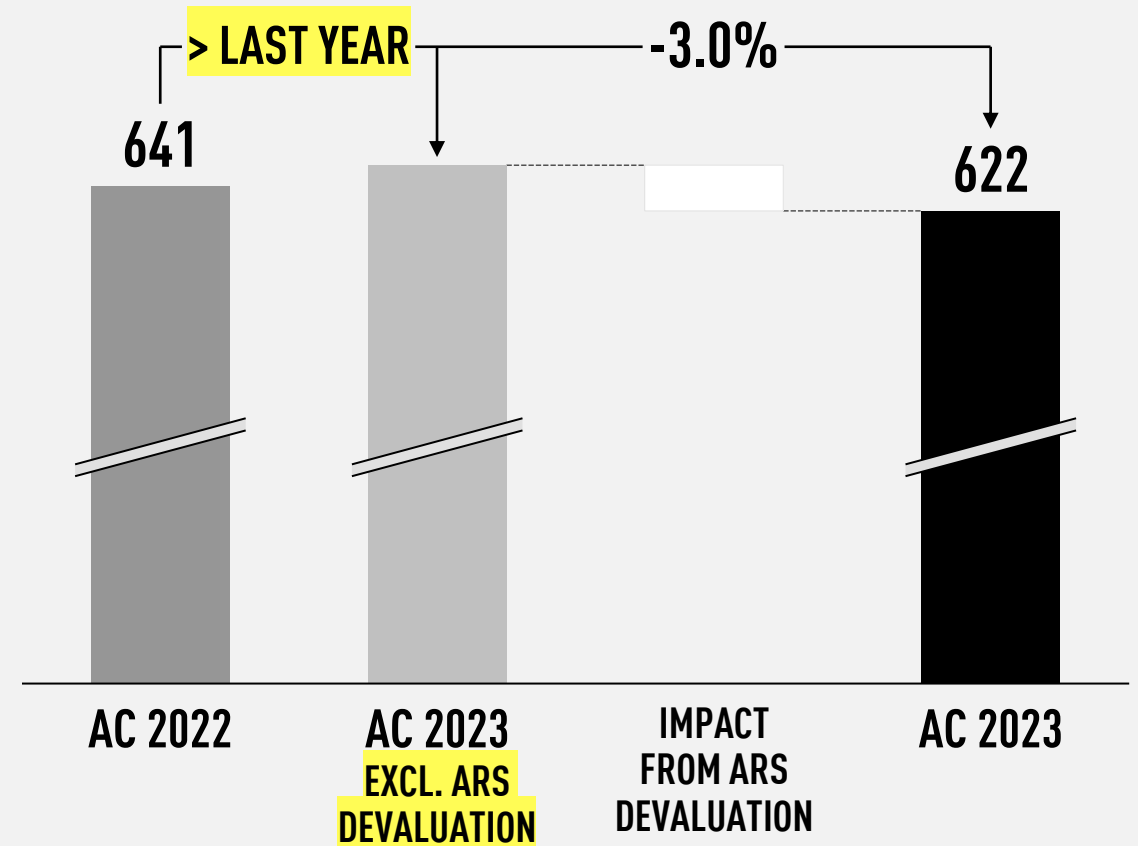
IN EUR M / ABSOLUTE FIGURES AS REPORTED (PRELIMINARY RESULTS)



EBIT - Q4 2023



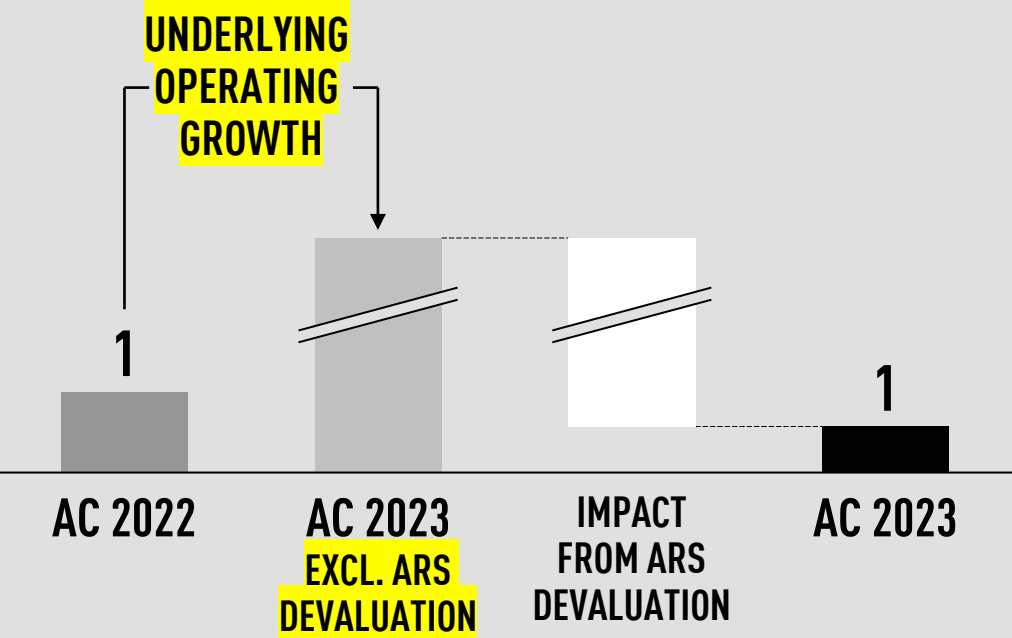
EBIT - FY 2023



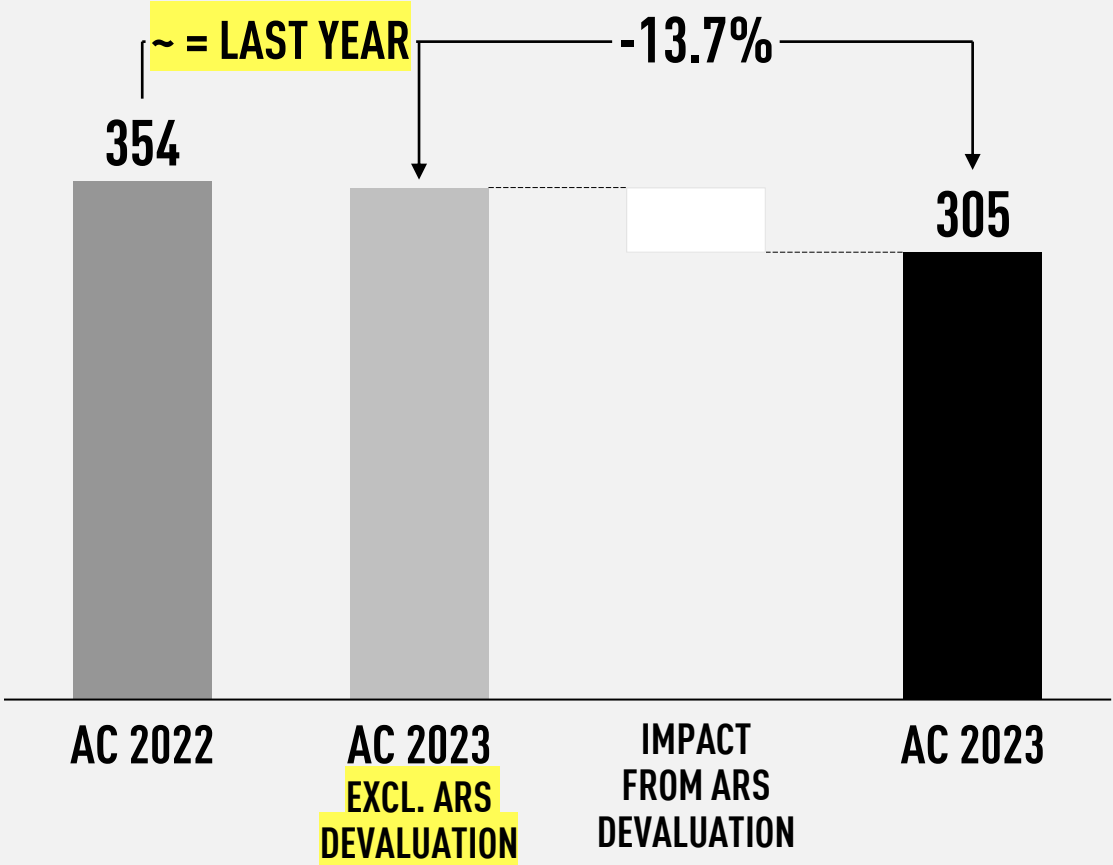
IMPACT OF ARGENTINE PESO DEVALUATION ON NET INCOME

IN EUR M / ABSOLUTE FIGURES AS REPORTED (PRELIMINARY RESULTS)

NET INCOME - Q4 2023



NET INCOME - FY 2023



WE DELIVERED DESPITE A SIGNIFICANT DEVALUATION IMPACT



OUTLOOK 2024

NET SALES & EBIT

FULL-YEAR 2023 (PRELIM)

OUTLOOK 2024

SALES

(IN EUR M)

~8,602

MID SINGLE-DIGIT GROWTH

(CURRENCY-ADJUSTED)

EBIT

(IN EUR M /
% OF NET SALES)

~622

(7.2%)

BETWEEN €620 – 700 MILLION



Q&A

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