



PRESS RELEASE

PUMA appoints Ronald Reijmers as Vice President Global Retail

PUMA to split Global Retail and E-Commerce into separate focus areas

Herzogenaurach, October 23, 2025 – Sports company PUMA has appointed Ronald Reijmers (55) as Vice President Global Retail starting November 1, a position in which he will oversee the development of the company’s full-price and outlet stores across the world. He will report to Chief Commercial Officer Matthias Bäumer.

Ronald has almost three decades of experience in the sports industry, holding various leadership positions in retail strategy and management at Nike, adidas and, most recently, Gymshark.

To accelerate growth and sharpen its focus, PUMA is evolving its organizational set-up by splitting its direct-to-consumer business into two dedicated Global Retail and Global E-Commerce focus areas. Erik Janshen, who previously oversaw both areas, has decided to leave PUMA to take on new professional challenges outside of the company.

“Ronald is a highly experienced leader with a strong track record across the industry, who will bring a deep global expertise in retail strategy and operations and help us build momentum in our global retail channel,” said PUMA Chief Commercial Officer Matthias

Bäumer. “I want to thank Erik for building a strong foundation for a more holistic and profitable direct-to-consumer business and wish him all the best for the future.”

PUMA will announce a new leadership for its global e-commerce channel in the coming weeks.

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PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.