



PRESS RELEASE

PUMA intends to acquire Stake in Football Club Borussia Dortmund

Herzogenaurach, Germany, 21 August 2014 – Sports company PUMA intends to take a direct stake in Borussia Dortmund KGaA, having sponsored the football club since 2012. By potentially acquiring up to 5% of its capital stock through the planned capital increase announced today by Borussia Dortmund, PUMA seeks to underpin its long-term, strategic partnership and to intensify the cooperation with one of Germany's top clubs.

"It is impressive to see what Borussia Dortmund has achieved in recent years – both in sports and as a business," said Bjørn Gulden, CEO of PUMA. "We are looking forward to continuing our partnership with the club, not just as a sponsor but for the first time as a shareholder, and we will work together to reach our common goals. As one of the top clubs in Germany and Europe, Borussia Dortmund is the perfect fit for PUMA, increasing its brand awareness on a national and international level."

"Borussia Dortmund is proud to have gained such a renowned global company like PUMA as a strategic partner, a sports company that operates at high social and ethical standards and has demonstrated sustainable interest in sponsoring Borussia Dortmund," said Hans-Joachim Watzke, Managing Director of Borussia Dortmund. "Due to its positive energy and national and international appeal, Borussia Dortmund will be a true partner. This partnership brings not only financial benefits for Borussia Dortmund, but we are also looking forward to intensive networking with our innovative sponsor in Germany and abroad."

PUMA has been Borussia Dortmund's technical partner since July 2012, providing official playing kits for all associated Borussia Dortmund teams, including the senior mens and youth teams as well as replica kits, fanwear and other merchandise.

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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 over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>