



PRESS RELEASE

Michael Bennett to head up PUMA's Sustainability Department

Herzogenaurach, Germany, 21 January 2016 – Michael Bennett, Global Director of PUMA's trading services entity, has assumed responsibility for PUMA's Sustainability Department PUMA Safe, effective January 2016.

Michael Bennett joined PUMA in January 2015 to lead PUMA International Trading Services Ltd. (PITS). The Hong Kong based entity is managing all business transactions between PUMA sales subsidiaries and its third party suppliers. In his role as the interface between PUMA and its suppliers, he is now also in charge for Global Sustainability and Compliance at PUMA.

Michael has 25 years of hands-on experience in sourcing, product development and sales, having worked in various senior management functions for companies such as Decathlon, Tesco and COACH Leatherware. He is based in Hong Kong and reports directly to PUMA's Chief Operating Officer Lars Sørensen.

Dr. Reiner Hengstmann, former Global Director Sustainability and Compliance, led the Safe Department since 1999. He has left PUMA to pursue career opportunities outside the company.

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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>