



PRESS RELEASE

PUMA and Right To Play Germany launch Partnership

Cooperation aims to develop full potential of children and youth through the power of sports
and play

Herzogenaurach, Germany, 28 April 2017 – Sports company PUMA and the international humanitarian organization Right To Play have announced a future cooperation, which aims to reach Right To Play programs abroad and stakeholders in Germany, such as volunteers working with refugees and PUMA staff, to help implementing sports and play activities for disadvantaged children and young people. Right To Play engages in improving the development and living conditions of underprivileged children and young adults through play and sports in 20 countries worldwide.

“With Right To Play, we have found a highly credible partner to drive social change worldwide and in Germany”, says Bjørn Gulden, CEO of PUMA. “Right To Play shares our values in sports and we are proud to support Right To Play in transforming the lives of children and young people through the unique power of sports and play.”

Community Engagement is part of PUMA's 10FOR20 sustainability targets to create positive impact. As part of this cooperation, PUMA has donated 9,000 footballs for Right To Play programs in nine countries including Ghana, Pakistan and Thailand .

On April 27, PUMA hosted the first internal Community Engagement day at the company's headquarters in Herzogenaurach, Germany. Employees from various departments had the opportunity to experience the power of sports for learning and development. In order to

demonstrate how individuals can make a positive impact, Right To Play shared their expertise of play-based learning approaches.

"We are very excited about this partnership and grateful to PUMA for their support.", says Right To Play Founder and four-time Olympic speed skating champion Johann Olav Koss. "Beyond the financial support and in-kind donations, we value the expertise and engagement of PUMA's employees to increase quality of education for children and youth through play and sports."

PUMA will continue to promote employee volunteering and fundraising initiatives with Right To Play. "This partnership is not only about what we do, but also how we do it. Every PUMA employee is invited to get involved and contribute to empower children and youth worldwide." says Dietmar Knoess, Global Director HR at PUMA.

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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 and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>

Right To Play

Right To Play is a global organization committed to improve the lives of children and youth affected by conflict, disease and poverty. Right To Play was founded in 2000 by four-time Olympic gold medalist and social entrepreneur Johann Olav Koss. The organization pioneered a unique play-based approach to learning and development which focuses on quality education, life skills, health, gender equality, child protection and building peaceful communities. Right To Play operates in 20 countries, advocating for children's rights and transforming the lives of more than one million children each week using play and sports. Right To Play Germany is supported by a number of leading athlete ambassadors, such as Nico Hulkenberg, Anna Schaffelhuber, Severin Freund and Uschi Disl (www.righttoplay.de).