



**Disclosure of an inside information according to Article 17 Market Abuse Regulation**

PUMA SE (ISIN: DE00069696303 WKN: 696960)

PUMA WAY 1, D-91074 Herzogenaurach

**PUMA publishes preliminary results for the second quarter 2017 and raises full-year guidance for 2017**

**Herzogenaurach, Germany, July 17, 2017** – PUMA SE publishes preliminary results for the second quarter 2017 and raises its guidance for the full-year 2017.

In the second quarter 2017, consolidated sales increased currency adjusted by approx. 16% (approx. 17% in reported terms) to € 969 million compared to € 827 million in the second quarter last year. The operating result (EBIT) in the second quarter 2017 increased to approx. € 43 million (Q2 2016: € 12 million).

In light of the strong second-quarter increase in sales and profitability as well as the positive business outlook for the current year 2017, PUMA raises the full-year guidance for its consolidated sales and operating result (EBIT). The Management now expects that currency adjusted sales will increase between 12% and 14% (previous guidance: currency adjusted increase at a low double-digit percentage rate). The operating result (EBIT) is now anticipated to come in between € 205 million and € 215 million (previous guidance: between € 185 million and € 200 million). In line with the previous guidance, the Management still expects that net earnings will improve significantly in 2017.



A complete overview of PUMA's business development for the second quarter 2017 and the first half year 2017 will be published on July 26, 2017.

**Media Contact:**

Kerstin Neuber – Corporate Communications – PUMA - +49 9132 81 2984 – [kerstin.neuber@puma.com](mailto:kerstin.neuber@puma.com)

**Investor Relations Contact:**

Johan-Philip Kuhlo – Investor Relations - PUMA SE - +49 9132 81 0 – [investor-relations@PUMA.com](mailto:investor-relations@PUMA.com)

**PUMA**

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