



Disclosure of 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 first quarter 2018 and slightly raises full-year guidance for 2018

Herzogenaurach, Germany, April 12, 2018 – PUMA SE publishes preliminary results for the first quarter 2018 and adjusts its guidance for the full year 2018.

In the first quarter 2018, consolidated sales increased currency adjusted by approximately 21% (approximately 12% in reported terms) to € 1,131 million compared to € 1,005 million in the first quarter last year. The operating result (EBIT) in the first quarter 2018 increased to approximately € 112 million (Q1 2017: € 70 million).

The first quarter saw a strong increase in sales and profitability, but several uncertainties in our business environment have recently developed. This includes adverse and volatile currency developments, political instabilities as well as the uncertain trade environment between the USA and China. Therefore, we are adjusting our guidance for the full year 2018 only slightly. PUMA now expects that currency adjusted sales will increase between 10% and 12% (previous guidance: currency adjusted increase by approximately 10%). The operating result (EBIT) is now anticipated to come in between € 310 million and € 330 million (previous guidance: between € 305 million and € 325 million). In line with the previous guidance, the Management still expects that net earnings will improve significantly in 2018.



A complete overview of PUMA's business development for the first quarter 2018 will be published on April 24, 2018.

Media Contact:

Kerstin Neuber – Corporate Communications – PUMA - +49 9132 81 2984 – kerstin.neuber@puma.com

Investor Relations Contact:

Johan-Philip Kuhlo – Investor Relations - PUMA SE - +49 9132 81 2589 – investor-relations@PUMA.com

PUMA

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