



PRESS RELEASE

PUMA appoints Anne-Laure Descours as Chief Sourcing Officer and Member of the Management Board

Herzogenaurach, Germany, 29 January 2019 – The Supervisory Board of PUMA SE has decided to create a dedicated Board position for Sourcing and has appointed Anne-Laure Descours (53) as Chief Sourcing Officer and Member of the Management Board of PUMA SE, effective 1 February 2019.

Anne-Laure Descours joined PUMA in 2012 and has been overseeing the product development and sourcing activities of all global Apparel and Accessories for the PUMA Group since then. The French national has almost 30 years of experience in the sourcing industry. Prior to PUMA, she worked for international sourcing organisations, such as Li & Fung and Otto International, all based in Hong Kong. As Chief Sourcing Officer, she will also be responsible for sustainability within the PUMA Group. She will continue to be primarily based in Hong Kong.

PUMA's Chief Operating Officer Lars Radoor Sørensen has - together with the Supervisory Board - decided to step down as board member of PUMA SE, effective 31 January 2019, to pursue other interests. Lars joined PUMA in 2013 and was appointed Managing Director in 2014. As Chief Operating Officer, he was in charge of Sourcing, IT, and Logistics. IT and Logistics will now be reporting to PUMA's Chief Financial Officer Michael Lämmermann. The Supervisory Board would like to thank Lars for his efforts and contribution to the company's success.

Media Contact:

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

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For 70 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, Basketball, 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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.