



PRESS RELEASE

PUMA named Company of the Year at German Diversity Awards

Herzogenaurach, Germany, November 2, 2022 - Sports company PUMA was named Company of the Year at this year's German Diversity Awards for its commitment to an open and tolerant work environment for its employees.

In line with PUMA's employer value "Be You", all employees can be themselves, regardless of their gender, nationality, ethnicity, religion, disabilities, age, or sexual orientation.

"It is important for us that our employees do not bring an office personality to work, but we want them to feel comfortable with us as they are," says Dietmar Knoess, Global Director of People and Organisation at PUMA. "We are delighted to accept the German Diversity Award and will use it as an incentive to further stress the importance of diversity and inclusion in our company."

Employees in leadership positions at PUMA are regularly trained in topics such as diversity, intercultural communication and inclusion and there are regular events on the topic of Diversity, anti-discrimination and equality.

This year's summer festival for the company's employees in Herzogenaurach, for example, was organized, together with the organization Christopher Street Day Nürnberg e.V. in order to celebrate Pride Month, diversity and inclusion.

PUMA sees the diversity of its employees is an asset: at the headquarters in Herzogenaurach, the employees come from over 70 companies and the percentage of women in leadership positions company-wide lies at 44%.

“We are delighted to award PUMA with the Germany Diversity Award 2022 in the category ‘Company of the Year’,” says Victoria Wagner, CEO and founder of BeyondGenderAgenda, the organization which awards the German Diversity Award. “Through its outstanding commitment to diversity, PUMA was convincing in all voting rounds and is a positive example for embedding diversity practices into its business.”

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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 more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world’s fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.