



PRESS RELEASE

PUMA appoints Lionel Telega as General Manager BU Sportstyle

Herzogenaurach, Germany, March 2, 2023 - Sports company PUMA has appointed Lionel Telega (43) as the new General Manager of the Business Unit Sportstyle with immediate effect. It is the company's largest business unit.

Lionel, a French national, has been with PUMA since 2004 and most recently worked as Global Director Go-To-Market. Before joining the sports company, he worked for Salomon and Porsche.

He takes over the role of General Manager BU Sportstyle from Maria Valdes, who became Chief Product Officer and a Member of the Board of Management in January 2023. In his new role, he will report directly to her.

"We are fully convinced that Lionel's strong commercial background and valuable experience will contribute to further enhance Sportstyle as our largest growing Business Unit," said PUMA CPO Maria Valdes. "I wish him all the best in his new position."

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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 75 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 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.