



PRESS RELEASE

PUMA supports WFSGI's first-ever Physical Activity Impact Report

Herzogenaurach, May 23, 2025 – Global sports company PUMA, an active member of the World Federation of the Sporting Goods Industry (WFSGI), is proud to support the release of the first-ever industry 'Physical Activity Impact Report: Moving the World Towards an Active Future'. The report highlights the global crisis of physical inactivity and outlines how the sporting goods industry is working together to inspire more active lifestyles and enhance public health outcomes. PUMA stands for sport, health and movement and is committed to inspiring people to lead more active lives.

“Sport is not just part of PUMA’s DNA – it’s a social responsibility”, said Johan Adamsson, Vice President Sports Marketing at PUMA. “As a WFSGI member, we fully support the report because it demonstrates how our industry can drive meaningful change by working together. It’s a powerful reminder that sport has the potential to transform lives.”

The WFSGI report showcases the urgent need to address the fact that over 1.8 billion adults and 81% of adolescents worldwide are physically inactive. It highlights the importance of the sporting goods industry, taking collective action to create positive change. PUMA is proud to contribute to this mission.

PUMA stands with the world's fastest athletes – but we are equally dedicated to supporting everyday movers around the globe. Promoting physical activity is not only part of our identity, it's a responsibility we embrace.

For more information on the report, visit wfsqi.org.

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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 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.