



## **Disclosure of inside information according to Article 17 Market Abuse Regulation**

PUMA SE (ISIN: DE00069696303 WKN: 696960)

PUMA WAY 1, D-91074 Herzogenaurach

## **PUMA announces its Outlook for 2025**

**Herzogenaurach, Germany, 11 March 2025** – Sports company PUMA announces its outlook for the financial year 2025.

PUMA anticipates ongoing geopolitical tensions and economic challenges in 2025, especially trade disputes and currency volatility. Against this backdrop, PUMA expects currency adjusted sales to grow in the low- to mid-single-digit percentage range.

Due to its nextlevel cost efficiency programme, PUMA expects to incur one-time costs of up to € 75 million in 2025. In return, the company expects to generate additional EBIT of up to € 100 million in 2025 compared to 2024. The net contribution from the nextlevel cost efficiency programme to EBIT in 2025 is projected to be up to € 25 million.

In order to provide a reliable outlook for the underlying performance of the business, the company provides an adjusted EBIT outlook for 2025, excluding one-time costs. PUMA expects an adjusted EBIT in the range of € 520 million to € 600 million for the financial year 2025. Including one-time costs of up to € 75 million from the nextlevel programme, EBIT in 2025 is expected to range between € 445 million and € 525 million (2024: € 622 million).

For Q1, PUMA anticipates currency-adjusted sales growth to be low-single-digit below last year's level, primarily due to a soft performance in the U.S. and China. Due to inventory valuation effects in the previous year, a higher OPEX run rate and a different phasing of marketing expenses, adjusted EBIT is projected to be around € 70 million. Including one-time costs, Q1 EBIT is expected to be significantly below previous year's level (Q1 2024: € 159.0 million).

For the financial year 2024, with a net income of € 281.6 million and considering the executed share buyback of € 50 million, the Management Board and the Supervisory Board of PUMA SE will propose a dividend distribution of € 0.61 at the Annual General Meeting on 21 May 2025.

### Media Relations:

Kerstin Neuber – Senior Director Corp Comms – PUMA SE – kerstin.neuber@puma.com

### Investor Relations:

Gottfried Hoppe – Director Investor Relations – PUMA SE – gottfried.hoppe@puma.com

### Upcoming Events

12 March 2025	Financial Results FY 2024
08 May 2025	Quarterly Statement Q1 2025
21 May 2025	Annual General Meeting
31 July 2025	Interim Report Q2 2025
30 October 2025	Quarterly Statement Q3 2025

### Notes to the editors:

- The financial reports are posted on [about.puma.com](https://about.puma.com)
- PUMA SE stock symbol:  
Reuters: PUMG.DE, Bloomberg: PUM GY,  
Börse Frankfurt: ISIN: DE0006969603– WKN: 696960

### **Notes relating to forward-looking statements:**

This document contains statements about the future business development and strategic direction of the Company. The forward-looking statements are based on management's current expectations and assumptions. They are subject to certain risks and fluctuations as described in other publications, in particular in the risk and opportunities management section of the combined management report. If these expectations and assumptions do not apply or if unforeseen risks arise, the actual course of business may differ significantly from the expected developments. We therefore assume no liability for the accuracy of these forecasts.

## **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 21,000 people worldwide and is headquartered in Herzogenaurach/Germany. For more information, please visit <https://about.puma.com>.