



PRESS RELEASE

PUMA to appoint Nina Graf-Vlachy as General Manager DACH

Herzogenaurach, Germany, September 11, 2020 - Sports company PUMA will appoint Nina Graf-Vlachy (38) as the new General Manager of the DACH area (Austria, Germany, Switzerland), starting October 1. In her new role, she will report directly to Arne Freundt, General Manager EMEA.

Graf-Vlachy, a Slovenian national, started her career at PUMA in 2013 and took charge of the Global Strategy Department in 2015. In that role, she laid the foundations of PUMA's new women's strategy. She has been in charge of the global Go-To-Market team since 2018, where she improved PUMA's product creation and go-to-market processes. Before joining PUMA, she obtained a PhD in chemistry and worked as a Project Manager at the Boston Consulting Group.

Nina Graf-Vlachy will take over the role of General Manager DACH from Matthias Bäumer, who became General Manager BU Teamsport in June 2020.

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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 more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.