



## PRESS RELEASE

### **Richard Teyssier appointed as PUMA's General Manager Europe**

**Herzogenaurach, Germany, July 19, 2021** - Sports company PUMA has appointed **Richard Teyssier** (53) as General Manager Europe, effective September 1, 2021. In this role, Richard succeeds Arne Freundt, who was appointed as PUMA's Chief Commercial Officer in June.

Richard will oversee the Areas Central Europe, France, UK & Ireland, Southern Europe, Nordics and Retail Europe. Richard will report into Arne Freundt and will be based at the company's headquarters in Herzogenaurach, Germany. Prior to this new role, Richard had been General Manager PUMA France since 2010 before joining from Mars Company.

**Christophe Cance** (47) will succeed Richard as Area General Manager for PUMA France. He has held different sales functions since he joined PUMA in 2008. Prior to this, he worked at Adidas and New Balance. Christophe will be based in Strasbourg and report into Richard.

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#### **PUMA**

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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.