



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

PUMA SE (ISIN: DE00069696303 WKN: 696960)

PUMA WAY 1, D-91074 Herzogenaurach

### **PUMA releases preliminary results for the second quarter 2021 and raises full-year outlook for 2021**

**Herzogenaurach, July 16, 2021.** Based on continued brand momentum, successful product launches with high sell-throughs and strong growth across all regions, especially in North America, PUMA's currency-adjusted sales increased by approx. 96% to € 1,589 million (Q2 2020: € 831 million) and the operating result (EBIT) increased to approx. € 109 million (Q2 2020: € -115 million) in the second quarter 2021.

In light of the strong second-quarter growth in sales and profitability but also taking into consideration the continued uncertainties related to the COVID-19 pandemic, political tensions in key markets and supply chain constraints due to container shortages and port congestion, PUMA now expects the currency-adjusted sales to increase by at least 20% (previous outlook: mid-teens currency-adjusted sales growth) in the financial year 2021. Our outlook for the operating result (EBIT) has been further specified and is now anticipated to come in between € 400 million and € 500 million (previous outlook: significant improvement). In line with the previous outlook, we do not provide a detailed outlook on our gross profit margin and OPEX-ratio. Our net earnings are still expected to improve significantly in 2021.

The achievement of our outlook is subject to continued manufacturing operations in our key sourcing countries such as Vietnam and China and no major interruptions due to COVID-19.

A complete overview of PUMA's business development for the second quarter 2021 will be published on July 29, 2021.

### **Financial Calendar:**

July 29, 2021                      Interim Report Q2 2021

October 27, 2021                Quarterly Statement Q3 2021

The financial releases and other financial information are available on the Internet at "about.puma.com".

### **Media Relations:**

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### **Notes to the editors:**

- The financial reports are posted on 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 forward-looking statements about the Company's future financial status and strategic initiatives. The forward-looking statements are based on the current expectations and assumptions of the management team. These are subject to a certain level of risk and uncertainty including, but not limited to those described above or in other disclosures, in particular in the chapter Risk and Opportunity Management in the Group Management Report. In the event that the expectations and the assumptions do not materialize or unforeseen risks arise, the Company's actual results can differ significantly from expectations. Therefore, we cannot assume responsibility for the correctness of these statements.

## **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 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.