



## PRESS RELEASE

# PUMA appoints Ryokusai Inoue as new General Manager in Japan

**Herzogenaurach, November 22, 2023** – Sports company PUMA has appointed Ryokusai Inoue as the new General Manager of PUMA Japan with immediate effect. He will report directly to PUMA CEO Arne Freundt.

Ryokusai first joined PUMA in 2015 as Director of Retail. In this position, he shaped the success of PUMA's Japanese business by building a solid commercial foundation through the company's owned and operated channels. He also set up the strong retail teams which laid the groundwork for PUMA's solid growth in the country. He returns to PUMA after working for a year as Country Manager of Tesla Japan.

"I'm glad that Ryokusai is returning to PUMA to lead this important market," said PUMA CEO Arne Freundt. "I am very confident that with his vast experience in retail and his understanding of PUMA's culture, products and sales, Ryokusai is the right candidate to take PUMA Japan to the next level."

Ryokusai replaces Kohei Hagio - who had been in charge of PUMA Japan since 2021.

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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 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.