



PUMA Q2 2024 Aide Memoire

Herzogenaurach, 28 June 2024

As a service to our financial community, we publish a quarterly Aide Memoire prior to the start of our quiet periods from 2024. This document sets out public information previously provided by PUMA SE or otherwise available in the market, which may prove helpful in assessing PUMA's financial performance ahead of its Q2 2024 financial results on 07 August 2024. No new information is provided and there will be no commentary on current trading. In line with applicable law and our practice, any updates to our guidance will be the subject of a formal announcement. Please note that this release and all information herein is unaudited and that our next quiet period starts on 08 July 2024.

FY 2024 Outlook as of 08 May 2024

- **General:** PUMA expects geopolitical and macroeconomic headwinds as well as currency volatility to persist in 2024. These conditions already led to muted consumer sentiment and volatile demand in 2023 and are expected to continue in 2024, particularly in the first half of the year.
- **Sales:** Supported by the continued brand momentum and despite ongoing global geopolitical and macroeconomic challenges, PUMA expects to achieve **mid-single-digit currency-adjusted sales growth** in FY 2024. A **negative sales translation effect of up to €200 million** from local currencies to Euro is expected.
- **EBIT and Net Income:** PUMA expects an **operating result (EBIT)** in the range of **€ 620 million to € 700 million**. **Net income** (2023: € 304.9 million) is expected to change in 2024 in line with the operating result.

- This outlook includes a transactional **currency headwind to the gross profit margin of approximately 100 basis points** and a translational **currency headwind to the OPEX ratio of approximately 20 basis points**.

Comments on market conditions and trading by region from the Q1 2024* earnings call on 08 May 2024

- **Europe:** “In Europe we saw [...] minus 3% [in Q1 2024] [...]. When we look at our DTC operations, we continue to see a high single-digit growth in Europe, underlying the ongoing demand. And with the progress which we are making reducing the inventory levels in the trade, **we already expect a better Q2 than what we have seen in Q1.**”
- **U.S.:** “North America, I think same story, sequentially we’re **improving quarter-over-quarter and we feel that we’re in a good position**, that we will **return back to growth in the second half of the year.**”
- **LATAM:** “I think it’s important to remind you that I talked at the full-year results [call] about the operational constraints which we have in Latin America in Q1. We have five subsidiaries there, but in two out of the five we are changing warehouses, which comes along with certain capacity constraints on the outbound. [...] April was already double digit up again, but the **warehouse moves are not yet fully completed**, but April makes me very **confident that we will see a stronger Q2 for sure.**”
- **Greater China:** “[...] in terms of consumer sentiment, it is the same what we experienced [in 2023]. It’s not an easy market, it’s clear the **consumer sentiment continues to be soft**. But again, I think that’s a bit of the beauty where we are, with only 1.5% market share, we’re not so dependent on the overall recovery of the market. I think we need to focus on grabbing market share from the others.”

Comments on the Outlook for 2024 from the Q1 2024* earnings call on 08 May 2024

- **Q2 expectations:** “As you know, we are continuing to operate in a volatile market environment with a lot of uncertainties, but when I look at the current **Q2 consensus**

of 2 to 3% sales growth in constant currencies for Q2 and a profitability at last year's level, I feel it's a very good way to think about our expectations for Q2."

- **Quarterly and half-yearly Split:** "Please remember we have always said that we expect a slight growth in H1 and then a stronger growth in H2. And with our Q2 we will take another step in that direction."

"Overall, I feel we're off to a good start into Q2, to achieve exactly the **expected sequential improvement in terms of sales growth**. And now with the majority of our H2 order book also being finalised, we can **clearly anticipate the quarter-over-quarter improvement with our Q4 order book looking particularly strong**."

- **Comp Base:** "Also, remember the **comp base from 2023 with 11% [currency adjusted sales] growth is also very, very strong**, against which we need to comp."
(*Comment on EEMEA growth of +111% from Q2 2023 earnings call: "[...] Turkey, a strong business in Middle East and also the reopening of our business in Ukraine played into that growth [...]")
- **Gross Profit Margin:** "Q2 is expected to be **a little better than Q1** in the trend, meaning the 100 basis points improvement of Q1, we should see a little better number in Q2 year-over-year."

Currencies: "Now going into Q2, we continue to **expect currency headwinds** on the sales and **gross profit margin side**, as well as on the OPEX ratio."

Promotions: "And then also given our healthy inventory levels, we expect at the **promotion level should become a little bit better and create a little tailwind in the second quarter**."

Freight and Duty: "Freight is an uncertainty, and we see a little bit changes in the duty rates [...]"

- **Marketing/Brand Campaign costs:** "We started our brand campaign now in mid of April and obviously in lead-up to the important sporting events, we will have most of

the marketing investment of our brand campaign. **So, timing wise, there's also a bit more shift from the marketing expenses into Q2.** Again, this does not mean that overall we are spending more than the 10% [on Marketing], **but timing wise it will be slightly more in Q2 this year than it had been last year."**

Previous publications, transcripts and earnings call presentations can be found here:

<https://about.puma.com/en/investor-relations/financial-publications>

Upcoming Events

07 August 2024	Interim Report Q2 2024
6 November 2024	Quarterly Statement Q3 2024

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PUMA

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