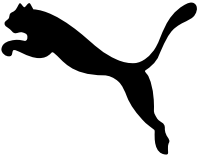




**HUMAN RIGHTS  
POLICY**



**At PUMA we commit to respect human rights and the protection of the environment within our own Group companies, our suppliers and business partners. Making sure that human rights are safeguarded is a fundamental part of all our business functions.**

**We aim to uphold the foundations of the Universal Declaration of Human Rights:**

All human beings are born with the right to liberty and equality, and everyone is entitled to enjoy human, economic, social, environmental, and cultural rights.

Our commitments include, but are not limited to, the right to an adequate standard of living, freedom of association, access to clean water and sanitation, a safe working environment free of discrimination or any type of forced or child-labor.

We have a zero-tolerance policy against violations of fundamental human rights as declared in our Codes of Conduct and Code of Ethics which were established in 1993 and 2006 and have been regularly reviewed since then.

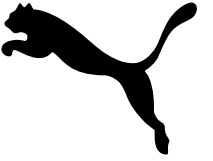


Our policy endorses internationally recognized human rights and standards as detailed in:

- **the International Bill of Human Rights**
- **the UN Guiding Principles on Business and Human Rights (UNGPR)**
- **the International Labour Organisation's (ILO) Declaration on Fundamental Principles and Rights at Work and the Indicators of Forced Labour**
- **the Ten Principles of the UN Global Compact**
- **the OECD Due Diligence Guidance for Responsible Supply Chains in the Garment and Footwear Sector.**

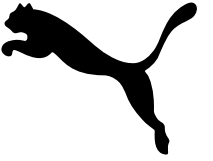
We also respect children's and women's rights based on:

- **the UNICEF's Children's Rights and Business Principles**
- **the Convention on the Elimination of all Forms of Discrimination Against Women.**



By implementing this policy, we want to contribute to realizing the **2030 UN Sustainable Development Goals** (SDGs). This policy aims to support the following SDGs:





## Scope

PUMA's key pledges towards upholding human rights consist of multiple duties throughout own operations and our value chain, including our sourcing, production, procurement processes, logistics, sales and further businesses activities and partners.

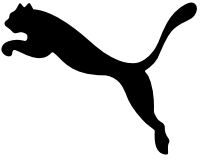
We will also uphold human rights to ensure ethical advertisement and shopping experiences to respect consumers' rights in the locations where we conduct our business.

## Governance

Our Management Board has adopted this Human Rights Policy on behalf of the PUMA Group.

PUMA's Chief Sourcing Officer oversees the overall policy adherence. Our sustainability, governance, sales, marketing and people & organization teams manage the policy implementation and report on progress and impact to the Management Board and the leadership team on a regular basis.

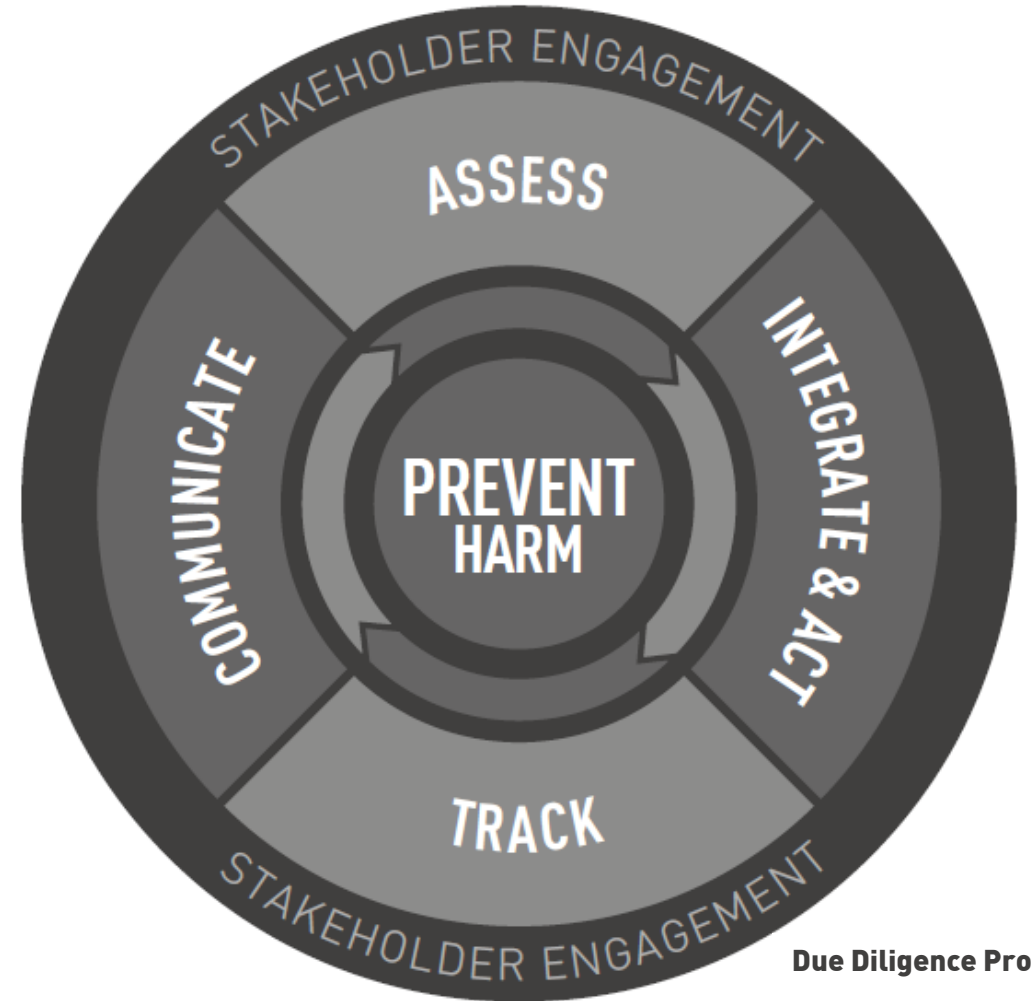
Our incentive schemes are linked to the achievement of sustainability targets including human rights targets.



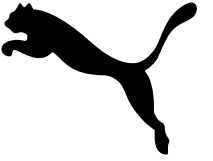
## Human Rights and the Environment

Transitioning to a circular and carbon-neutral economy will present new opportunities and challenges in our industry and we will work to uphold the foundation of the SDGs to leave no one behind. We will further integrate the protection of environmental and human rights to address the SDGs holistically. The first step to achieve this is the execution of a comprehensive due diligence strategy.

Our human rights and environmental protection standards as well as our management approach are explained in detail in our [Sustainability Policies](#) and our [Social, Occupational Health and Safety, Environmental and Chemical Handbooks](#). Based on those we conduct due diligence as an ongoing process, in which we identify, mitigate, prevent and account for existing and potential human rights and environmental related risks and violations.



Due Diligence Process



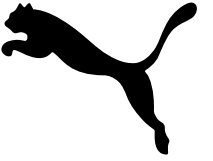
In our process we assess, act, track and communicate our human rights and environmental related performance to all relevant stakeholders, to provide or cooperate in remediation and/or to conduct third-party due diligence in our value chain when necessary. Our stakeholders include a wide range of groups from industry peers to suppliers and service providers to right holders such as workers, local communities and accountable multi-stakeholder organizations.

PUMA vendors and business partners are expected to equally conduct due diligence on human rights, labor and environmental risks as per our handbooks and the recommendations of the OECD Due Diligence Guidance for responsible supply chain in the garment and footwear sector and the UN Guiding Principles and other relevant responsible business conduct standards.

## Grievance mechanisms

We continuously strengthen the reach and efficiency of our grievance mechanisms through confidential hotlines and mobile applications for our own staff and supplier's workers, external individuals or organizations, civil society organizations, or communities. PUMA does not obstruct access to remedies.

Human rights defenders across the value chain can use our grievance mechanisms without fear of retaliation or any other threat. In our Annual Report we publicly report on the number and nature of complaints, particularly if any of those are related to human rights and environmental protection violations.



## Remediation

Where human rights and environmental related risks or violations are identified, we work with all parties involved to seek access to remedy for the victim and to end or to minimize the risks or violations. We also investigate the root causes, including our purchasing practices, to prevent such risks or violations from reoccurring. We are particularly working to prevent and remediate impacts on vulnerable groups such as women, children, minorities, young and migrant workers. We work with public organizations, initiatives, other brands and/or local stakeholders when we need to increase our leverage and/or expertise.

## Transparency

Through our Annual Reports, Handbooks and Modern Slavery and Human trafficking Statements, which are available on our website, we communicate publicly about our due diligence and how we monitor progress. We also disclose governance structures, relevant business partners such as suppliers, and management performance indicators such as gender ratios, wages, anti-forced labor measures, or work-related accident rates amongst others.

We engage with initiatives that conduct third-party due diligence to receive objective feedback in addressing human rights and environmental related risks and violations and improving our practices.



**FOREVER  
BETTER.**

