



PRESS RELEASE

PUMA acquires 5% of Voting Rights of Borussia Dortmund

Herzogenaurach, Germany, 16 September 2014 – Sports company PUMA SE announces that it has participated in the capital increase of Borussia Dortmund GmbH & Co. KGaA (BVB) by acquiring 4,600,000 shares which represent 5.00% of the voting rights.

With purchasing this stake, PUMA seeks to underpin its long-term, strategic partnership and to intensify the cooperation with one of Germany's and Europe's top football clubs.

PUMA has been Borussia Dortmund's technical partner since July 2012, providing official playing kits for all associated Borussia Dortmund teams, including the senior men's and youth teams as well as replica kits, fanwear and other merchandise.

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PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>