



PUMA SE □ PUMA WAY 1 □ 91074 HERZOGENAURACH
DIR TEL +49 9132 81 0 □ DIR FAX +49 9132 81 2212

Ad hoc announcement according to § 15 WpHG (Securities Trading Act)

PUMA SE (ISIN: DE00069696303 WKN: 696960)
PUMA WAY 1, D-91074 Herzogenaurach

Results of the first quarter 2015 and amendment of the full-year 2015 guidance

Herzogenaurach, May 6, 2015

For the first quarter of 2015, we expect net sales of 821.4 million EUR (prior year: 725.7 million EUR), an operating result (EBIT) of 37.5 million EUR (prior year: 58.6 million EUR) and net earnings of 24.8 million EUR (prior year: 35.6 million EUR).

The continued adverse developments of foreign exchange rates during the recent months, particularly the strengthening of the US-Dollar versus nearly all other currencies, had a significant negative impact on PUMA's gross profit margin and operating result (EBIT) in the first quarter of 2015.

The previous guidance for 2015 (increase in the medium single-digit range for full-year currency-adjusted net sales, slight increase of the gross profit margin, slight increase of the operating result (EBIT) and of the net earnings compared to 2014) is therefore amended.

From today's perspective, we continue to expect an increase in the medium single-digit range for full-year currency-adjusted net sales. However, due to the negative currency effects we expect a drop in the gross profit margin for the full year in a range of 100 to 150 basis points versus last year (2014: 46.6%). The operating result (EBIT) for the full year is expected in a range between 80 million and 100 million EUR. The net earnings guidance is amended according to the adjustment of the guidance for the operating result (EBIT).

Media Contact:

Kerstin Neuber - Corporate Communications - PUMA - +49 9132 81 2984 -
kerstin.neuber@puma.com

PUMA SE
PUMA WAY 1
D-91074 HERZOGENAURACH
TEL. +49 9132 81 0
FAX +49 9132 81 22 12

VORSITZENDER DES VERWALTUNGSRATS/
CHAIRMAN OF THE ADMINISTRATIVE BOARD:
Jean-François Palus
SITZ DER GESELLSCHAFT/REGISTERED OFFICE:
HERZOGENAURACH
HANDELS-/COMMERCIAL REGISTER:
FÜRTH HR B 13085

GESCHÄFTSFÜHRENDE DIREKTOREN/
MANAGING DIRECTORS:
Björn Gulden, CEO
Michael Lämmermann
Lars Sørensen

puma.com



Investor Relations Contact:

Johan-Philip Kuhlo - Strategy - PUMA - +49 9132 81 3107 -
johan-philip.kuhlo@puma.com

End of the ad hoc announcement

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MANAGING DIRECTORS:
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puma.com