



Disclosure of an inside information according to Article 17 Market Abuse Regulation

PUMA SE (ISIN: DE00069696303 WKN: 696960)

PUMA WAY 1, D-91074 Herzogenaurach

PUMA communicates mid-term financial outlook and dividend policy

Herzogenaurach, 20 March 2018 – PUMA SE holds its Capital Markets Day today and communicates the following mid-term (2018-2022) financial outlook: PUMA expects the currency-adjusted consolidated net sales to grow around 10% on average per year until 2022. The EBIT margin is expected to reach a level of around 10% of consolidated net sales by 2022 at the latest.

In addition, PUMA will propose to the Annual General Meeting a distribution of a dividend of between 25% and 35% of the consolidated net earnings, starting with the dividend payout in 2019 for the financial year 2018.

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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 and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>