



PRESS RELEASE

PUMA appoints Ben Hughes as General Manager UKIB

Herzogenaurach, Germany, August 12, 2020 - Sports company PUMA has appointed Ben Hughes as General Manager for the United Kingdom, Ireland and Benelux (UKIB) with immediate effect. In this role, Ben takes over from Paul Spencer, who has assumed the position as PUMA's Regional Sales Director Europe.

Since 2014, Ben has had the role of Head of Sales for UKIB and played a significant role in the development of the UKIB business. "Ben has an impressive growth track record and enjoys great respect from our major accounts in the UK, which makes him the right person to lead the UKIB business and continue PUMA's growth momentum," said Arne Freundt, Regional General Manager EMEA.

Ben joined PUMA in 2008 as Key Account Executive for JD Sports before he took on various Teamhead roles covering Performance & Sportstyle.

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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 more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.