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PRESS RELEASE

PUMA ranked first among 250 companies in Fashion Revolution report on decarbonization strategies

Herzogenaurach, August 1, 2024 – Sports company PUMA ranked first out of the 250 major fashion brands and retailers reviewed in the “What Fuels Fashion?” report by fashion activism movement Fashion Revolution, which examined what companies in the fashion industry are doing cut greenhouse gas emissions.

The report evaluated what brands publicly self-disclose about their decarbonization efforts in their own operations and supply chain. Fashion Revolution awarded scores across five sections including accountability, decarbonization, energy procurement, financing decarbonization as well as just transition and advocacy.

PUMA received an overall score of 75%, making it the company with the highest overall score. The report warns that the fashion industry as a whole is lagging significantly in achieving climate targets and reducing emissions.

“While we feel honoured that Fashion Revolution has ranked us as the best performer among the companies it examined, we know there is still a lot of work to do in our decarbonization journey,” said Anne-Laure Descours, Chief Sourcing Officer at PUMA. “We believe that the report should also be

seen as a wakeup call. Much more needs to be done to get all stakeholders to work together to decarbonize our industry and our supply chains. We need to come together to find the solutions needed to achieve our climate goals.”

In 2023, PUMA set itself new greenhouse gas reduction targets, which were approved by the Science Based Targets Initiative (SBTi), after the company had reached its previous goals seven years ahead of schedule. By 2030, PUMA seeks to cut its absolute Scope 1 and 2 greenhouse gas emissions by 90% from a 2017 baseline year and also committed to reduce absolute Scope 3 greenhouse gas emissions from its supply chain and logistics by 33% compared to 2017.

For more information, please visit www.foreverbetter.com

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.