

**PRESS RELEASE**

PUMA NAMED EUROPEAN TOP EMPLOYER FOR 2021

**Herzogenaurach, Germany, January 25, 2021 -** Sports company PUMA has been named Top Employer Europe for the second time in a row. This independent award highlights PUMA’s efforts to provide an attractive workplace for its employees.

PUMA’s subsidiaries in Britain, France, Germany, Italy and Spain were also named Top Employers once again in 2021. PUMA South Africa received the Top Employer award for the first time this year.

PUMA was the only company from the sporting goods industry to receive the award for all of Europe in 2021.

“Because of the pandemic, 2020 has been a challenging year for us all, so it is great to see that our strategy to put our employees first has been once again recognized in this way,” said Dietmar Knoess, Global Director of People and Organization at PUMA. “We will continue to look for ways to improve, so we can retain this prestigious title.”

The Top Employers Institute program certifies organizations based on the participation and results of their HR Best Practices Survey. This survey covers 6 HR domains consisting of 20 topics such as People Strategy, Work Environment, Talent Acquisition, Learning, Well-being and Diversity & Inclusion and more.

Flexible working hours and mobile working have long been a part of working at PUMA. The company also supports employees outside of work through financial and pension planning, childcare support and provides extensive development and learning programs.

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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 about 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.