



## **Company Backgrounder**

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Founded in Herzogenaurach, Germany in 1948, PUMA® is one of the world's largest providers of athletic footwear, apparel and accessories. PUMA has a global distribution base reaching sport retailers, department stores and boutiques in over 80 countries worldwide. In 1999 the brand established a strong, growing retail organization with Concept stores in many big metropolitan cities worldwide.

Over the years, PUMA has stayed true to its four cornerstones: heritage, sport, technological innovation and design. The brand is focusing on bringing distinctive designs and a global outlook to each product range by blending influences of sport, lifestyle and fashion. This fusion is known as "Sportlifestyle". PUMA views sport as a philosophy on life – one that emphasizes fitness, wellness and simply living an active life. Since Sport can be different things to different people, PUMA approaches it in a greater-lifestyle context, while not compromising performance. This is exactly what the brand means when it speaks of "Sportlifestyle".

In 1993 at the age of thirty, Jochen Zeitz was appointed CEO & Chairman of the Board. Over the course of the following years, Zeitz redefined PUMA's corporate vision, focused on regaining control of various markets and recruited an all-star management team. He also introduced a long-term business plan. In Phase I and II of the business plan a solid financial footing was established and brand equity was improved. After successfully completing the objectives of Phase I and II, reaching 1 billion Euros in branded sales ahead of schedule, PUMA in 2002 initiated Phase III. The goal of Phase III was to further explore the potential of the PUMA brand by generating desirable and profitable growth. At the beginning of 2006 Phase IV of PUMA's business plan was launched, in which PUMA has the long-term mission of becoming the most desirable Sportlifestyle company. However, PUMA also strongly believes that financial success is hinged on the ability to contribute positively to the environment in which the company operates. By investing in relationships and surroundings PUMA is paving the way for long-term growth. As PUMA has demonstrated in the past, its goals are not governed exclusively by financial considerations.

Embodied by cutting-edge design, innovative marketing concepts, unique athletes and teams and a management that is dedicated to constant innovation and change, PUMA's goal is to become the most desirable Sportlifestyle company.

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