



## **PRESS RELEASE**

### **PUMA Receives German Sustainability Award for Ambitious Sustainability Strategy**

**Herzogenaurach, Germany, 26 November 2010** – Sportlifestyle company PUMA today received the German Sustainability Award 2010 in the category “Most Sustainable Strategy”. The jury rewarded PUMA’s ambitious strategy that envisages the transition of the company’s product portfolio to sustainable products. PUMA’s sustainability concept PUMAVision combined the sustainable business process with creativity and innovation, said the jury headed by Dr. Günther Bachmann, Secretary General of the Council for Sustainable Development.

PUMA’s Chief Executive Officer and Chief Sustainability Officer of PUMA’s majority shareholder PPR Jochen Zeitz who received the award from Federal Environment Minister Dr. Norbert Röttgen at the award ceremony in Düsseldorf said: “We are very pleased that PUMA’s extensive endeavours to become not only the most desirable but also the most sustainable Sportlifestyle Company worldwide have been recognized and rewarded with the German Sustainability Award. I am convinced that it must become a given that every company has to be sustainable and I am grateful that the German Sustainability Award acknowledges sustainable business strategies and hence underpins the imperative for corporations to change their business practices for the better.”

PUMA has been collecting E-KPIs (Environmental Key Performance Indicators) from all its offices and stores worldwide for the last five years and identified several key areas that need to be dealt with in order to further reduce PUMA’s “paw print”. To address these issues, PUMA has laid out ambitious targets to be achieved by 2015 as part of the company’s long-term

sustainability program. Within this context, PUMA will introduce a Sustainability Index, the so-called S-Index that serves as an internal benchmark for sustainable products and communicates the products' sustainable features to consumers. 50% of PUMA's international collections will be manufactured according to the PUMA S-Index standard by 2015, using sustainable materials such as organic cotton, Cotton Made in Africa or recycled polyester as well as applying best practice production processes.

Furthermore, PUMA wants to reduce CO<sub>2</sub>, energy, water and waste in PUMA offices, stores, warehouses and direct supplier factories by 25% over the next four years. Introducing a paperless office policy will curtail paper usage by 75% and more efficient product transport solutions by our logistic partners should reduce their CO<sub>2</sub> emissions by 25%. To monitor these objectives PUMA has also established an external Advisory Board of experts in sustainability to consult on PUMA's mission and audit PUMA's sustainability program.

The German Sustainability Award which runs in its third year has been established to reward role model corporations which combine business success with social responsibility and environmental protection. Special focus is on consistent sustainability management of business and brand. 560 companies had entered their application into the competition.

For further information on PUMA's sustainability program please visit [www.about.puma.com](http://www.about.puma.com).

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**PUMA**

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PUMA is one of the world's leading Sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, SAFE Sustainability and Peace, and by staying true to the principles of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>