



PRESS RELEASE

PUMA sells Trademark rights of Tretorn

Herzogenaurach, Germany, 30 June 2015 - Sports company PUMA has announced that it will sell its industrial property rights of the Tretorn Group, which include trademark rights, patents and designs, to the US-American company Authentic Brands Group, LLC (ABG), effective 29 June. The Tretorn Management will acquire the operating license from ABG and will continue the business activities of Tretorn on the Scandinavian and European market. This sale is a natural consequence of PUMA's vision to become the fastest sports brand in the world, focussing on its core categories within its core brands PUMA and Cobra Golf.

PUMA acquired Tretorn in 2002. The company, which is based in Helsingborg, Sweden, produces sports and leisure activity products such as footwear, rubber boots, riding boots and tennis balls.

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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 over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>