



## PRESS RELEASE

### PUMA Issues Sustainability Report

**Herzogenaurach/Ho Chi Minh, 10 September 2009** - The Sportlifestyle company PUMA has issued its fifth sustainability report, giving an in-depth and transparent view of PUMAVision, the concept that unites PUMA's corporate social responsibility activities and initiatives, guiding its work, partnerships and engagement worldwide.

The 121-page document covers the reporting period 2007/2008 and has exclusively been published online for environmental reasons. It details PUMA's progress to enhance working and social standards in its supply chain, build capacity at its suppliers' factories, broaden its range of sustainable products and reduce the company's environmental footprint through the PUMAVision category puma.safe. It furthermore outlines PUMA's activities in supporting artists and creative organizations through the category puma.creative and its initiatives to support global peace through puma.peace.

The full report is available online at: <http://safe.puma.com/us/en/>

"Our 2007/2008 PUMAVision Sustainability Report is a testament to the fact that we at PUMA do not simply talk about sustainable development, we take action," said Jochen Zeitz, Chairman and CEO of PUMA. "We are proud of our successes over the years and of our commitment to

sustainability and the highest ethical standards, but realize that when it comes to corporate responsibility, there is and will always be room for improvement. Now, more than ever, we are deepening our commitments and dedicating ourselves to a strategy that sees the 'whole' as a sum of its parts—our PUMAVision. As we work towards a safer, more peaceful, and more creative world, we will continue to expand our outreach as corporate global citizens beyond the boundaries of business, not only for the benefit of our stakeholders, but for all."

Highlights of the visually appealing document include:

- A portrait of the concept PUMAVision
- A transparent description of PUMA's response to the challenges it faces in its supply chain operations, capacity building projects and brand collaboration initiatives
- The expansion of PUMA's range of sustainable products through Fair Trade footballs and apparel from "Cotton Made in Africa"
- A detailed account of PUMA's numerous initiatives to protect the environment, including the progress on reaching targets of a 25% reduction of energy and water consumption as well as waste creation for offices by 2010 and decreasing its carbon footprint
- An outline of PUMA's worldwide activities in cooperation with the charity organization "Peace One Day" to raise awareness for global peace
- An account of its sponsorship of the art exhibition *30 Americans* to support the work of 31 African-American artists
- A recap of PUMA's numerous projects on the African continent

The report has been certified by TÜV Rheinland, which "is confident that PUMA AG operates a meaningful and adequate system to collect, measure, control and steer their sustainability activities and that the PUMA 2007/2008 Sustainability Report presents information and facts that give a realistic impression on the sustainability performance of the company."

The Global Reporting Initiative has reconfirmed an A+ rating for the document.

PUMA's endeavours to enhance its social and environmental standards are ongoing. The Sportlifestyle company endorses the campaign "Seal the Deal!" led by the United Nations. This

campaign aims at strengthening political will and public support for reaching a comprehensive global climate agreement at the Climate Change Conference in Copenhagen, Denmark, in December 2009 to help prevent global warming and further climate change. As a participant in the Carbon Disclosure Project, PUMA is actively working on reducing its direct and indirect climate gas emissions.

PUMA is committed to working in ways that contribute to the world by supporting creativity, sustainability and peace, and by staying true to the values of being Fair, Honest, Positive and Creative in decisions made and actions taken. The foundation for our activities is PUMAVision—a concept that guides our work with its three core programs, puma.creative, puma.safe and puma.peace.

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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 values 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. The Black label features collaborations with renowned designers such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the brands PUMA, Tretorn and Hussein Chalayan. 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 [www.puma.com](http://www.puma.com).