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PRESS RELEASE

Markus Wonko appointed as CEO of Tretorn

Herzogenaurach / Paris, 26 October 2012 - PUMA SE and PPR SA are pleased to announce that Markus Wonko (40) has been appointed CEO of the Tretorn Group, as of 1 January 2013.

Based at the Tretorn headquarters in Helsingborg, Sweden, Markus Wonko will be responsible for the development of the Tretorn brand. His mission will be to fulfill the potential of Tretorn as a world-class outdoor brand by rapidly expanding the business with further investment in product development and design as well as international sales.

Markus Wonko brings vast international experience and know-how of the sporting goods industry to his new role. He joins Tretorn after 11 years in several roles at Adidas Group, most recently as a member of the Reebok Asia-Pacific management team, based in Hong Kong. Prior to this, he managed the Adidas sport-lifestyle business in Asia, and before that, the Nordic market, where he was responsible for overall business development and integrated go-to-market processes.

Markus Wonko completed his studies in international marketing and economics at the University of Lund, Sweden. He is a native German and Swedish speaker.

A leading brand in outdoor, Tretorn creates performance and leisure products including rubber boots, footwear, outerwear, riding boots and tennis balls. Rich in heritage, Tretorn was founded by Henry Dunker in 1891 in Helsingborg, Sweden. Tretorn is owned by PUMA, part of the PPR Group.

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