



## **PRESS RELEASE**

### **Jean-François Palus appointed Chairman of the Administrative Board of PUMA SE**

**Herzogenaurach, Germany, 23 October 2012** - Today, the Administrative Board of PUMA SE unanimously elected Jean-François Palus as Chairman of the Administrative Board, with effect from 1 December 2012, following the announcement of Jochen Zeitz's resignation on 15 October 2012.

Jean-François Palus became Group Managing Director of PPR SA in 2008, and joined the Supervisory Board of PUMA in 2007 and the PPR SA Board in 2009. He was Chief Financial Officer of PPR SA, the main shareholder of PUMA, for six years. A graduate of France's HEC business school, Jean-François Palus began his career with Arthur Andersen as an auditor and financial adviser. He joined the PPR group in 1991.

"I have come to value PUMA highly over the last five years of successful cooperation and I would like to thank Jochen Zeitz for his invaluable contribution to PUMA's outstanding development for more than 20 years", said Jean-François Palus. "PUMA is a fantastic brand and company with highly committed people. I am looking forward to working with management to tap into the huge potential alongside Franz Koch and his PUMA team to become the most desirable and sustainable sportlifestyle company in the world."

#### **Media Relation:**

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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 and Mihara Yasuhiro. 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 about 11,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>