



Ad-hoc Release pursuant to Section 15 WpHG

PUMA SE (ISIN: DE00069696303 WKN: 696960)

PUMA WAY 1, D-91074 Herzogenaurach

Jochen Zeitz resigns from the Administrative Board of PUMA SE as of 30 November 2012

Herzogenaurach, Germany, 15 October 2012 – PUMA SE announces that the chairman of the Administrative Board Jochen Zeitz today has announced his resignation from office as member and chairman of the Administrative Board with effect as of 30 November 2012 by letter to the deputy chairman of the Administrative Board François-Henri Pinault.

Jochen Zeitz remains member of the Board of Directors of PPR SA, the main shareholder of PUMA SE and also chairs the Sustainability Committee of PPR SA.

The Administrative Board of PUMA SE will elect a new chairman with effect as of 1 December 2012 in its regular meeting on 23 October 2012.

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PUMA

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>

