



Proxy service provided by the company

As a special service, **PUMA SE** offers you the possibility to appoint employees of the company as voting proxies giving them instructions as to how your voting rights should be exercised. These proxies are obliged to vote in accordance with your instructions on each agenda item.

Should you wish to make use of this proxy service, please issue your instructions as indicated below, complete this form and return it - together with your ticket of admission – to the following address, fax number or e-mail-address by **April 10, 2017** (date of receipt): **PUMA SE, c/o ITTEB GmbH & Co. KG, Mrs. Bettina John, Vogelanger 25, 86937 Scheuring, Germany, fax no.: +49 (0) 8195 / 9989664, e-mail: puma2017@itteb.de.**

Shareholder's data:

Ticket of Admission No.:

Please enclose your ticket of admission!

Surname, First name of the shareholder: _____

Street, Postcode, City: _____

Telephone number or e-mail in case of queries: _____

Proxy and instructions¹⁾

I/we hereby appoint each of the persons separately provided as voting proxies by PUMA SE, Herzogenaurach, (**Mr. Jochen-Matthias Wienke (Wendelstein) and Mr. Holger Kühnke (Ingolstadt)**) to represent me/us – under disclosure of my/our name/s – at the Annual General Meeting of PUMA SE on **April 12, 2017** and to exercise my/our voting rights in accordance with my/our instructions and, furthermore, authorize them to appoint sub-proxies.

	Yes	No	Abstention
I/we wish to vote as indicated on all agenda items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
or			
I/we wish to issue the following instructions:			
Agenda item ²⁾	Yes	No	Abstention
2. Resolution on the appropriation of the balance sheet profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Resolution on the approval of the acts of the members of the Administrative Board [Verwaltungsrat] of PUMA SE for the financial year 2016	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Resolution on the approval of the acts of the Managing Directors [geschäftsführende Direktoren] of PUMA SE for the financial year 2016	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Appointment of the auditors for the audit of the annual financial statements and consolidated financial statements for the financial year 2017	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. New Election of Administrative Board members			
a)aa) Amendment to the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
a)bb) Determination of the number of the Administrative Board members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) 1. Election of Mr. Jean-François Palus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) 2. Election of Mr. Thore Ohlsson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) 3. Election of Mr. Martin Köppel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) 4. Election of Mr. Jean-Marc Duplax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) 5. Election of Ms. Béatrice Lazat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) 6. Election of Mr. Gernot Heinzl	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Authorized Capital 2017	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¹⁾ The following instructions refer in each case to the proposals of the company's administration in the invitation to the Annual General Meeting published in the Federal Gazette (Bundesanzeiger).

²⁾ Only one box may be ticked for each agenda item per line respectively. In case no instructions, unclear or mistakable instructions are given, the proxy is invalid to this extent and the voting proxies will abstain from voting.

Please note that if appointing voting proxies provided by the company you are precluded from voting on motions concerning procedures in the Annual General Meeting, on counterproposals brought forward in the Annual General Meeting or on any other motions not notified in advance of the Annual General Meeting. Please note that you can only send a proxy concerning your votes; other matters such as raising an objection to minutes or the submission of motions cannot be dealt with by proxy.

Place, date

Signature

Important:

Should you wish to make use of the proxy service provided by the persons appointed by PUMA SE, Herzogenaurach (**Mr. Jochen-Matthias Wienke (Wendelstein) and Mr. Holger Kühnke (Ingolstadt)**), it is obligatory that you obtain a **ticket of admission** from your custodian bank that notified you of the Annual General Meeting of PUMA SE and that you return it - together with this proxy/instruction form - to the address mentioned above and/or overleaf.

The timely registration for the Annual General Meeting and provision of evidence of the shareholding entitles you, also after a voting proxy has been granted to the voting representatives, to participate in the Annual General Meeting and to exercise your right to vote. In this case, it is indispensable that the voting proxy is withdrawn in text form. In the event that no withdrawal of the voting proxy in text form has been provided or is presented the latest at the time of your or an authorized third person's personal registration at the Annual General Meeting registration desks, the voting proxy granted to the voting representatives of the company and the respective voting instruction will remain in full force and effect.

Should you decide to make use of the company's proxy service:

Please return to:

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Vogelanger 25

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e-mail: puma2017@itteb.de

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