

PUMA WELL ON TRACK TO ACHIEVE FULL-YEAR OUTLOOK AFTER Q3

Sales increase by 6.0%* to € 2,311.1 million in Q3, by 10.3%* to € 6,619.5 million for the first 9 months
 Operating result (EBIT) amounts to € 236.3 million in Q3, € 527.2 million for the first 9 months



Footwear
 Q3²³ - 1,215.0
+ 11.3 %*

9 MTH.²³ - 3,551.5
+ 19.0 %*



Apparel
 Q3²³ - 794.6
- 0.5 %*

9 MTH.²³ - 2,105.6
+ 1.6 %*

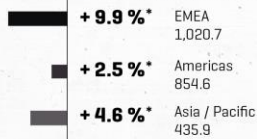


Accessories
 Q3²³ - 301.6
+ 4.2 %*

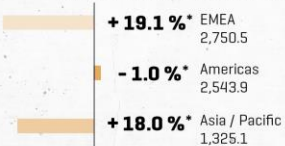
9 MTH.²³ - 962.4
+ 1.8 %*

Q3 AND 9 MTH. 2023 SALES BY PRODUCT DIVISIONS IN MILLION €

Q3²³ SALES BY REGION IN MILLION €



9 MTH.²³ SALES BY REGION IN MILLION €



WE CONFIRM OUR 2023 OUTLOOK:

We expect currency adjusted sales growth in the high single-digit percentage range (currency adjusted) and an operating result (EBIT) in a range of € 590 million to € 670 million.

* currency adjusted

2,311

MILLION €
NET SALES

47.1%

GROSS PROFIT MARGIN

864

MILLION €
OPEX

236

MILLION €
EBIT

10.2%

EBIT MARGIN

+6.0%

REVENUE GROWTH
(currency adjusted)

+0.3

PERCENTAGE POINTS

+1.2%

OPEX GRWOTH

-8.3%

EBIT GROWTH

-0.7

PERCENTAGE POINTS

Q3 2023 FACTS

"While the market continues to experience significant macroeconomic headwinds and 2023 remains a transition year, we outgrew the market with a currency adjusted sales growth of 6% and delivered an EBIT of € 236 million – both fully in line with expectations. We once again demonstrated our sustained brand momentum and gained market share. We remain fully on track to achieve our full-year guidance.

ARNE FREUNDT
 CEO
 PUMA SE

In the remainder of the year, we will deliver a lot of exciting product newness to the market and celebrate the biggest brand moments of this year. Our strong partnerships with our retailers, athletes and suppliers, supported by the fastest and most agile team in the industry, were again crucial for our success."

PRODUCT, MARKETING AND OTHER HIGHLIGHTS

- **PUMA and Rihanna see strong demand for the Avanti, the first PUMA x FENTY product** of the renewed collaboration with the global icon
- PUMA welcomes **A\$AP Rocky** as **Creative Director for PUMA x F1 partnership**
- PUMA athlete **Neymar Jr. breaks all-time scoring record of Brazil's national team** overtaking PUMA athlete Pelé
- PUMA joins the **South American Football Confederation CONMEBOL** and the **Confederation of African Football CAF** as an official partner
- PUMA signs **long-term partnership with German International & Arsenal star Kai Havertz**
- PUMA athletes **win 22 medals at World Athletics Championships in Budapest**, twice as many as in Eugene last year
- PUMA athlete **Armand "Mondo" Duplantis jumps 6.23 meters to break the pole vault world record for the seventh time**
- PUMA signs a **multi-year extension of its partnership with F1 Team Scuderia Ferrari** and enters a **long-term partnership with F1 Team Williams Racing**
- PUMA athlete **Dennis Schröder**, captain of the German Basketball National Team, **named Most Valuable Player at the FIBA Basketball World Cup 2023** and **Breanna Stewart wins the 2023 WNBA Most Valuable Player Award**
- PUMA and **LaMelo Ball** unveil the LaFrancé collection debuting the **MB.03, LaMelo Ball's third signature basketball shoe**
- PUMA and **Swarovski** launch a collection in celebration of **PUMA's 75th anniversary**
- PUMA **brings back low-profile sneaker silhouettes for Paris Fashion Week** in collaboration with **fashion labels Coperni and Ottolinger**
- PUMA appoints **Javier Ortega as General Manager Europe**



PRODUCT DIVISIONS

SALES SPLIT

9M 2023

(IN MILLION € / % OF NET SALES)



3,552
54%

FOOTWEAR



2,106
32%

APPAREL



962
14%

ACCESSORIES

DISTRIBUTION CHANNELS

5,114
77%

WHOLESALE

1,506
23%

DTC

REGIONS

2,751
42%

EMEA

2,544
38%

AMERICAS

1,325
20%

APAC

9M 2023 RESULTS

INCOME STATEMENT

(IN MILLION € / DEVIATION)

NET SALES	6,620/+10%*
GROSS PROFIT MARGIN	46.2%/-0.6 pp
OPEX	2,556/+8%
EBIT	527/-12%
NET INCOME	304/-14%
EPS	2.03

BALANCE SHEET

(IN MILLION € / DEVIATION)

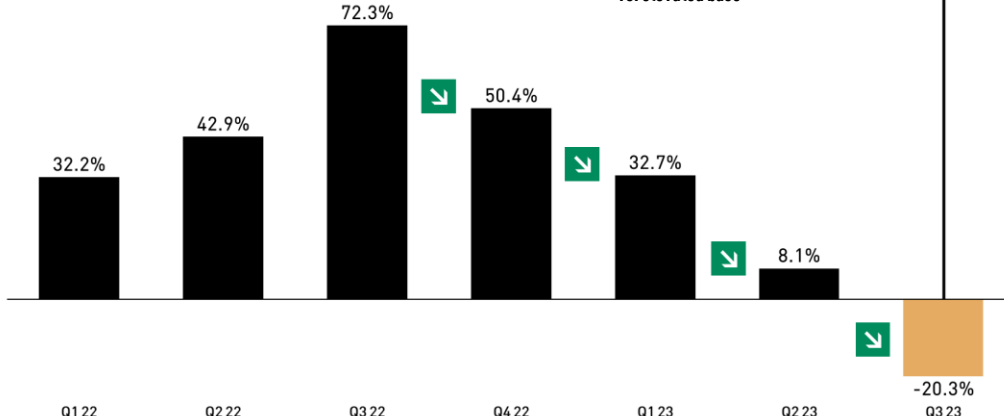
INVENTORIES	1,874/-20%
TRADE RECEIVABLES	1,457/+13%
TRADE PAYABLES	1,230/-32%
WORKING CAPITAL	1,795/+34%

* currency adjusted

FOREVER FASTER

QUARTERLY INVENTORY DEVELOPMENT IN 2022/23 (IN % VS LY)

vs. elevated base



INVENTORY DEVELOPMENT

INVENTORY AT APPROPRIATE LEVEL

FINANCIAL CALENDAR

February 27, 2024	Financial Results FY 2023
May 08, 2024	Quarterly Statement Q1 2024
May 22, 2024	Annual General Meeting
August 07, 2024	Interim Report Q2 2024
November 06, 2024	Quarterly Statement Q3 2024

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Notes relating to forward-looking statements

This document contains statements about the future business development and strategic direction of the Company. The forward-looking statements are based on management's current expectations and assumptions. They are subject to certain risks and fluctuations as described in other publications, in particular in the risk and opportunities management section of the combined management report. If these expectations and assumptions do not apply or if unforeseen risks arise, the actual course of business may differ significantly from the expected developments. We therefore assume no liability for the accuracy of these forecasts.