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PUMA SE (ISIN: DE00069696303 WKN: 696960)

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**PUMA publishes preliminary results for the first quarter
2017 and raises full-year guidance for 2017**

Herzogenaurach, Germany, 12 April 2017 – Today, PUMA SE has published preliminary results for the first quarter 2017 and raised its guidance for the full-year 2017.

In the first quarter 2017, consolidated sales increased currency adjusted by approx. 15% (approx. 18% in reported terms) to € 1,005 million compared to € 852 million in the first quarter last year. The operating result (EBIT) in the first quarter 2017 increased by approx. 70% to approx. € 70 million (Q1 2016: € 41.3 million).

In light of the strong first-quarter increase in sales and profitability as well as the positive business outlook for the current year 2017, PUMA raises the full-year guidance for its consolidated sales and operating result (EBIT). The Management now expects that sales will increase currency adjusted at a low double-digit percentage rate (previous guidance: currency adjusted increase at a high single-digit percentage rate). The operating result (EBIT) is now anticipated to come in between € 185 million and € 200 million (previous guidance: between € 170 million and € 190 million). In line with the previous guidance, the Management still expects that net earnings will improve significantly in 2017.



A complete overview of PUMA's business development for the first quarter 2017 will be published on April 25, 2017.

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PUMA

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