



PUMA AND FOSSIL GROUP SIGN PARTNERSHIP AGREEMENT FOR WATCHES AND WEARABLES

Herzogenaurach, Germany, 25 April 2018 – Sports company PUMA and Fossil Group, Inc. have signed a global license partnership agreement for the design, development and distribution of PUMA watches and wearables until 2028.

PUMA and Fossil Group will collaborate to develop an extensive range of PUMA-branded watches and smartwatches, with products planned to be launched in 2019.

Bjørn Gulden, CEO of PUMA says: *"Time makes or breaks athletes, which is why the right partner for watches and wearables is particularly critical to our brand. We are pleased to team up with Fossil Group, whose strong focus on innovation will help us make products that fit the needs of our consumers and the world's fastest athletes."*

"PUMA is one of the world's leading sports brands. We are excited to partner with them and bring our world class design and distribution capabilities to the PUMA watch collection," said Kosta Kartsotis, CEO of Fossil Group.

The new products will be available, amongst others, through select department stores, specialty retailers and e-commerce channels in Fossil Group's extensive global network.

PUMA's previous collaboration for PUMA watches with MYWA Swiss Watch & Jewelry Ltd ended in December 2016.

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PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>

FOSSIL Inc.

Fossil Group, Inc. is a global design, marketing, distribution and innovation company specializing in lifestyle accessories. Under a diverse portfolio of owned and licensed brands, our offerings include fashion watches, jewelry, handbags, small leather goods and wearables. With our newest owned brand, Misfit, we're bringing style and technology to the high-growth connected space. We're committed to delivering the best in design and innovation across our owned brands, Fossil, Michele, Misfit, Relic, Skagen and Zodiac, and licensed brands, Armani Exchange, Chaps, Diesel, DKNY, Emporio Armani, Karl Lagerfeld, kate spade new york, Marc Jacobs, Michael Kors and Tory Burch. We bring each brand story to life through an extensive wholesale distribution network across 150 countries and over 550 retail locations. Certain press release and SEC filing information concerning the Company is also available at www.fossilgroup.com