

PRESS RELEASE



PUMA appoints Martin Benda as General Counsel

Herzogenaurach, Germany, 26 April 2018 – Sports company PUMA has appointed Dr. Martin Benda (49) as General Counsel (Global Director Legal Affairs) with immediate effect. In this position, Martin Benda will report directly to PUMA CFO Michael Laemmermann.

After finishing his PhD in industrial law at the Georg-August University in Göttingen, Martin started his professional career as Legal Counsel at Mannesmann Mobilfunk (now Vodafone). In 2001, Martin joined The Coca-Cola Company, where he gathered extensive experience and knowledge in positions as Legal Director GB & Ireland and Senior Legal Counsel Central & Eastern Europe.

The trained lawyer has a comprehensive expertise in competition-, trademark-, marketing-, employment- and property law.

Martin Benda succeeds Jochen Lederhilger, who served in this role since 2006. Lederhilger has decided to leave the company after 20 years to pursue his career as a self-employed lawyer.

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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, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. 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>