

**PRESS RELEASE**

**PUMA appoints Arne Freundt as Regional General Manager Europe and EEMEA**

**Herzogenaurach, Germany, 17 January 2019** – Sports company PUMA has appointed Arne Freundt (39) as Regional General Manager Europe and EEMEA with immediate effect. In this position, Arne Freundt, currently PUMA's Global Director Retail & E-Commerce, will continue to directly report to PUMA CEO Bjørn Gulden.

As Regional General Manager Europe and EEMEA, Arne will be responsible for the management of both regions. Arne has been in charge of PUMA’s Global Retail & E-Commerce business since 2015. He joined PUMA in 2011 as Head of Global Strategy, where he was most notably in charge of the company’s transformation process in Europe.

Arne Freundt succeeds Martyn Bowen, who has been serving in this role since 2015. Martyn joined PUMA more than 20 years ago and held various management positions within the organization. He has decided to leave the company in order to pursue personal interests.

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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 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world’s fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. 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.