



PRESS RELEASE

PUMA appoints Hubert Hinterseher and Arne Freundt as new members to the Board of Management

Herzogenaurach, Germany, May 5, 2021 - Sports company PUMA has appointed Hubert Hinterseher as its new Chief Financial Officer and Arne Freundt as its new Chief Commercial Officer starting June 1.

Hubert, 42, has been with PUMA for 16 years, most recently as the Global Director of Financial Controlling. As CFO, he will be responsible for Finance, Legal, IT and Business Solutions. Hubert will take over from Michael Lämmermann, 59, who has decided to retire after 28 years with PUMA and eight years as CFO. Michael will stay on as an adviser until the end of the year to guarantee a smooth transition.

Arne, 41, will take on the role of Chief Commercial Officer, where he will be in charge of Sales, including Retail & eCommerce, and Logistics. Arne has been with PUMA for 10 years, most recently as the Regional General Manager EMEA.

‘I’m very proud that we were able to fill these important Board positions with internal candidates and guarantee a smooth transition,’ said PUMA Chief Executive Officer Bjørn Gulden. ‘I want to thank Michael for his outstanding contribution to our company over the past decades and I wish Hubert and Arne all the best in their new roles.’

Chief Sourcing Officer Anne-Laure Descours will continue to be responsible for Sourcing and Development while CEO Bjørn Gulden will continue to be in charge of Product and Marketing.

Media Contact:

Kerstin Neuber - Corporate Communications - PUMA SE – kerstin.neuber@puma.com

PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 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 stichd. The company distributes its products in more than 120 countries, employs about 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.