



PRESS RELEASE

PUMA appoints Johan Kuhlo as General Manager EEMEA Distribution

Herzogenaurach, Germany, September 22, 2020 - Sports company PUMA has appointed Johan Kuhlo (39), currently Head of Corporate Strategy and Investor Relations, as General Manager EEMEA Distribution with immediate effect. Johan will be based in PUMA's regional hub in Salzburg and report directly to Arne Freundt, General Manager EMEA.

Before joining PUMA in 2015, Johan was a Project Leader at the Boston Consulting Group after holding several positions in Marketing and Sales at L'Oréal. At PUMA, he has played an integral part in defining more effective organizational setups, managing the spin-off from Kering in 2018 and, most recently, coordinating the company's crisis management in response to the COVID-19 pandemic.

Taking over from Johan, Moritz Schneidmüller, Teamhead Global Go-To-Market Strategy, will be promoted to Head of Corporate Strategy with immediate effect. Moritz started his career with PUMA in the Corporate Strategy department, where he worked from 2011 until 2014. Afterwards, he held various project management and strategy-related roles across Cobra PUMA Golf, Global eCom, Corporate Strategy and Global Go-To-Market. Moritz will report directly to PUMA CEO Bjørn Gulden.

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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 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 more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.