



Snaker

COLLECTION
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PUMA means opportunity. The experiences, learning and people I've met are unlike any other.
PUMA is truly a unique culture – one that is very collaborative, driven and truly fun.

Jason Isenberg Head of Commercial Marketing
Sport has the power to transform and empower us.

As one of the world's leading sports brands, it's only natural that we want to stand on the same playing field as the fastest athletes on the planet.



PUMA is one of the world's leading sports brands

Sport is our world. This makes us passionate about designing, developing, selling and marketing footwear, apparel and accessories.

In 70 years, PUMA has established a history as creator of fast product designs for the fastest athletes on the planet:

Enhancing areas such as football, running, training, golf and motorsports with performance and sport-inspired lifestyle. To push sport forward, more than 120 employees and more than 13.000 retail partners share a common goal: to make PUMA's

Action

The latest addition to the PUMA gaming line is the PUMA Gaming Mouse. It marked the beginning of a new era of tools designed for gamers. PUMA Innovation is continuing on the journey to give gamers what they need to perform best!

Culture of Firsts

FOREVER FASTER is always first, never second, never third.

When it comes to computers and shoes, we started with the basics back in 1984.

The strength of the PUMA brand? We draw on our unique heritage in sports and our high credibility in the latest lifestyle trends. To stay on this track, we strengthen our position as a sports brand through partnerships with some of the most elite athletes, such as sprint legend Usain Bolt.

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Sport is lifestyle. PUMA touches to your favorite footwear and apparel with PUMA accessories.

Our Sports

The playing field has become as diverse as its players – and **we love it.** **PUMA** supplies athletes with the right equipment on the fields, tracks and courses. To achieve that, we've done what any athlete before us has done: **we focused.**

Share excitement in Teamsports. Innovate Golf. Bring style into Running and Training and performance into Motorsports. In the light of our **FOREVER FASTER** mission, we bring a high level of brand heat to sports and elevate PUMA to the next level.

Teamsport. Get together and play. We love to follow, watch and play the game. No PUMA without football, no football without PUMA. All the more reason for us to push performance in football. Go about your day and break out into a sprint, whenever you feel like it in our Sportstyle.

Let us run and explore with PUMA. Put the fun in functionality with **PUMA**.

Cali Sport Vivid Wn's

Cali Sport Vivid Wn's

Whether you want to train hard or just look good on the street -

PUMA offers the right stuff for whatever you do! **Make It Powerful.**

Powerful design makes a statement by its very existence. It is made of deep and undeniably strong ideas. Its functional elements resonate, stir emotion, stand out and demand attention.



unstripped

PUMA 's latest RS sneaker is defined by purity and simplicity

Sports brand **PUMA** has stripped away any excess to craft the RS-PURE shoe, which merges past and present sneaker trends. Taking a minimalist design approach, the Inspired by trail running shoes, PUMA's Nitefox Highway adds a bit of flair to the trail. With a styling nod to the early 2000s, the Nitefox Highway combines outdoor performance with street elements. The curved and rugged outsole fits perfectly with the reflective details and vivid color combos.

Get inspired and get to know the best tips and insights from our PUMA Employees. Outperform yesterday by taking ownership of today.

BJØRN GULDEN

Chief Executive Officer (CEO)

Bjørn Gulden (*1965) has been Chief **Executive Officer (CEO)** of **PUMA SE** since July 2013.

Sports brand **PUMA** has stripped away any excess to craft the RS-PURE shoe, which merges past and present sneaker trends.

Sport is our world. This makes us passionate about designing, developing, selling and marketing footwear, apparel and accessories

To push sport forward in more than 120 countries, more than 13.000 people work for a common goal and call Herzogenaurach, Germany, PUMA's headquarters.





Our Design Principles: Our principles help us making the right decisions in fulfilling our commitment to the athlete and consumer, while helping to ensure what we do is unmistakably PUMA.

Keep It Simple.

Simple means distilling a concept down to its essential elements. Form and graphics are used to create the iconic character. Form and graphics are used to create the iconic character.

Simple means distilling a concept down to its essential elements. Form and graphics are used to create the iconic character. *Less often is more.*

Create something Relevant. Relevant design has a pure benefit for its athletes and consumers. Its ability to meet performance needs, stylistic needs or both makes it truly desirable.

Be Courageous. Courageous design imagines beyond the brief and persists in the midst of opposition. It trusts creative instinct in fearless pursuit of fresh ideas.

It trusts creative instinct in fearless pursuit of fresh ideas.

Great design starts with a brief that identifies a problem our athletes and consumers have, and how we can solve it. With evoS P E E D

With evoS P E E D Our CULTURE Curiosity to question.

Empathy to understand.

Commitment to challenge.

Creativity so solve.

Create to Motivate. My passion for sports fuels my creativity and vice versa.

masterpiece

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c o l o r | o t r o t a o n y a n o y u t f u t f i t

PUMA 's latest RS sneaker is defined by purity and simplicity

Sports brand **PUMA** has stripped away any excess to craft the RS-PURE shoe, which merges past and present sneaker trends. Taking a minimalist design approach, the RS-PURE maintains a clean and simple look while containing the latest in premium technical materials.

Today, we've rcreate the **RS-X** – inspired by sport, but made for the street.

The all-new RS 9.8 is inspired by new frontiers and galaxies – by people who defy societal rules and the laws of physics. The name RS 9.8 speaks to 9.8 m/s², which is the approximate speed of gravitational acceleration near the Earth's surface. This kick's Futro design features bold coloring and unique, space-inspired spheres at the midsole.

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PROPLATE offers a reflex toe-off to propel you forward.

Simply brilliant, the RS-X arrives globally on PUMA.com, PUMA stores and at selected

retailers on December 13.

Future rider and stylerider

FUTURE RIDER Ride On

Lightweight deconstructed upper with minimal padding and lining for extra comfort

New material play with textile upper and overlays in suede

Newly developed RIDERFOAM midsole for high rebound

Bold, bulky midsole made out of IMEVA

PUMA's legendary 80s running shoe, the FAST RIDER, is back to make a vibrant, playful splash on the streets. The iconic retro style – which once brought the fun of running to the streets– has been revamped to launch the FUTURE RIDER Ride On and STYLE RIDER

RS-X PTNT Black-High Risk Red

RS-X PTNT Black-Hi



all day

Sometimes you just need to add some **SPEED**. Get set: we've introduced our best technology, HYBRID FOAM, to the new SPEED 600 WMN's.

The foam offers instant cushioning and responsiveness as a top layer, while the bottom layer of PROFOAM gives you more lightweight responsiveness for the best of both worlds. With a PROPLATE for fastening, you'll

have nowhere to go but fast.

P R O P U L S I O N :

Our numerous collaborations with the world's most influential cultural and fashion icons makes PUMA one of the hottest sport and fashion brands around.

Whether you are looking for style, protection, comfort or functionality, PUMA Accessories has you covered.

Das X steht für extrem. Das X³ für ein völlig neues Level – extrem hoch drei. Für 2020 haben wir unser RS Design völlig neu überarbeitet, den Schuh dabei zuerst bis auf die Basics reduziert.

V I S I B I L S I T Y : L I T Y :

Reflective features on the heel and tongue help you stay visible in low-light conditions.

HTTD:

8mm heel-to-toe drop

WEIGHT:
250 grams | 8.8 oz

IN STORE DATE:
Q1 January 1st,

2 0 2 0

RS-X³ Puzzle Sneak

RS-X³ Puzzle Sneaker



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RS 9.8 SPACE WHITE

RS 9.8 SPACE WHITE - GALAXY

More than ideas:
Constantly changing the
game to be

Be a Pain is one.

Forever Faster.
PUMA Innovation ne-
Be brave. We re-
We afraid to take risks.
to trust our instincts
to make unexpected
choices.

Be a Pain. At PUMA.

Hustle Hard. Train Harder

Can you innovate training? We did. PUMATRAC changes how people experience training. It introduces the social factor by connecting like-minded people, giving a unique and fun spin to getting fit.

The Fastest Sports Brand in the World needs a suitable game plan. Over the past years, we've executed a turn-around strategy with five defined strategic priorities.

Our Sales in billion

euros

2019 4.6

Forever Faster
Forever Faster is more
than being quick. It
is our mantra. It is 70
years of fast products
for fast athletes. We
aim high, and when
we score our goals, we
aim even higher. All to
achieve one thing: to
be the Fastest Sports
Brand in the World.

FOREVER FASTER is
always first, never
second, never third.

I always think that
I am Forever Faster.

Andre De Grasse

Culture of Firsts. We strive to always bring
new, better, different – meaningful innova-

tion for game-changing athletes.
Innovating Emotions.

We innovate for athletes
and consumers to unle-
ash their full potential,
to deliver experiences
found in the remarkable,
to give you the tools to
match your need to be
Forever Faster and en-
joy every moment on
your way. Not to create
for the sake of creating,
but with the purpose to
take sport to a different
level and to keep mo-
ving forward, grounded
by science.

**Forever
Faster
and**

**F u r -
t h e r**

**FOR
EVER
FASTER**

PUMA