



# ***ANNUAL REPORT 2017***

## ***BRAND STRATEGY***



# BRAND VALUES

## BRAVE

**WE ARE NEVER AFRAID TO TAKE RISKS.** WE TRUST OUR INSTINCTS TO MAKE UNEXPECTED CHOICES THAT PUSH SPORT FORWARD.

## CONFIDENT

**WHATEVER WE DO, WE DO WITH CONVICTION.** WE MAKE STRONG STATEMENTS, WE ARE BOLD AND WE BELIEVE IN OURSELVES. THIS MAKES US CONFIDENT.

## DETERMINED

**NOTHING COMES BETWEEN US AND REALIZING OUR DREAMS.** WE BELIEVE SUCCESS IS AN ENDLESS PURSUIT TO IMPROVE OURSELVES AND HOW WE PLAY. THIS MAKES US DETERMINED.

## JOYFUL

**WE LIVE TO PLAY THE GAME.** FOR US SPORT IS MORE THAN WINNING AT ALL COSTS. WE REVEL IN THE PURE JOY OF SPORT, COMPETITION AND PLAY.



CARA DELEVINGNE

# BRAND MARKETING

365 DAYS PACKED WITH PUMA: RIHANNA, NETFIT TECHNOLOGY, SELENA GOMEZ, OLIVIER GIROUD’S SCORPION KICK, LEWIS HAMILTON’S ON- AND OFF-TRACK STYLE, THE LAUNCH OF THE PUMA ONE FOOTBALL BOOT. AS WE PREPARE TO CELEBRATE OUR 70<sup>TH</sup> ANNIVERSARY IN 2018, WE WOULD LIKE TO TAKE A MOMENT TO LOOK BACK ON THE RECENT SUCCESSES THAT HAVE PROPELLED OUR MOMENTUM.

### 2017 WAS THE FASTEST YEAR YET.

We have gained momentum because we have been faster to react, faster to adapt, and faster to make decisions. We are moving at the speed of our consumers: *Generation Hustle*. These individuals are constantly adapting and reinventing themselves – and so must we. They have a filter for inauthentic actions from brands and influencers, which is why we have shifted from *storytelling* to *storydoing*. This keeps the values of authenticity and relevance at the heart of everything we do. But what does it actually mean?

In 2017, we stopped telling stories and started *being* the stories. We became the story when Rihanna

collaborated with us on her vision for her Spring/Summer 18 collection. In September, she presented her collection at New York Fashion Week with motor-bikes and the world’s top models – and PUMA became the #1 most talked about brand on Twitter.

### STORYDOING ISN’T ABOUT MARKETING. IT’S ABOUT MAKING.

We continued to lead the women’s market because we stopped designing for women and started making for a mindset. *DO YOU* reflects the bold, restless ambition of a generation of women who embrace change and refuse to conform or settle. Cara Delevingne led the

charge with the BASKET HEART and her *DO YOU* documentary series. The New York City Ballet launched the Velvet Rope Collection. And then, in September, Selena Gomez (and her over 130 million Instagram followers) joined the family.

Performance innovation played a leading role in 2017. We launched NETFIT Technology across several product categories including the NETFIT Spike worn by Andre De Grasse and the Tsugi NETFIT worn by The Weeknd. In December, Jamming cushioning technology had its debut at Art Basel in Miami.

We introduced new product-ambassador campaigns such as Big Sean in the Suede. Jay-Z wore his PUMA Clydes as he entered the stage on his PUMA-sponsored 4:44 tour. Music collided with football as French rapper with Cameroonian roots MHD introduced the new Cameroon kit.

We celebrated our victories. Golfer Rickie Fowler won the Honda Classic. Arsenal FC, Borussia Dortmund and Chivas won cups. Pierre-Ambroise Bosse won 800m gold and Will Claye took silver in the Triple Jump at the World Championships.

But the world watched the World Championships to see one man, one legend: Usain Bolt. Usain has always been and will forever be exactly what PUMA stands for: sport with personality, performance with style. He is a performer in every sense of the word. He has left a mark on the world and brought a whole new meaning to *Forever Faster*.

### WHEN ONE CHAPTER, CAREER OR YEAR ENDS, WHAT DO YOU DO?

#### HUSTLE

Our pursuit of *Forever Faster* has gained momentum, but it remains a pursuit. Why? Because we are PUMA. We never settle. Hustle is about getting it done – more creatively, more effectively. It indicates a constant effort to do better, to be better, to make the world better. To move forward faster than ever before.

Forward is the only way. No going back. No doubt.



ANDRE DE GRASSE