

T.2 **PUMA GROUP DEVELOPMENT** (in € million)

	2017	2016	2015	2014	2013		2012	2011	2010	2009*	2008
<b>Sales</b>											
Consolidated sales	4,135.9	3,626.7	3,387.4	2,972.0	2,985.3		3,270.7	3,009.0	2,706.4	2,447.3	2,524.2
- Change in %	14.0%	7.1%	14.0%	-0.4%	-8.7%		8.7%	11.2%	10.6%	-3.0%	6.3%
- Footwear	1,974.5	1,627.0	1,506.1	1,282.7	1,372.1		1,595.2	1,539.5	1,424.8	1,321.7	1,434.3
- Apparel	1,441.4	1,333.2	1,244.8	1,103.1	1,063.8		1,151.9	1,035.6	941.3	846.2	899.3
- Accessories	719.9	666.5	636.4	586.3	549.4		523.6	433.9	340.3	279.4	190.6
<b>Result of operations</b>											
Gross profit	1,954.3	1,656.4	1,540.2	1,385.4	1,387.5		1,579.0	1,493.4	1,344.8	1,243.1	1,306.6
- Gross profit margin	47.3%	45.7%	45.5%	46.6%	46.5%		48.3%	49.6%	49.7%	50.8%	51.8%
Royalty and commission income	15.8	15.7	16.5	19.4	20.8		19.2	17.6	19.1	20.6	25.7
EBIT <sup>1)</sup>	244.6	127.6	96.3	128.0	191.4		290.7	333.2	337.8	299.7	350.4
- EBIT margin	5.9%	3.5%	2.8%	4.3%	6.4%		8.9%	11.1%	12.5%	12.2%	13.9%
EBT	231.2	118.9	85.0	121.8	53.7		112.3	320.4	301.5	138.4	326.4
- EBT margin	5.6%	3.3%	2.5%	4.1%	1.8%		3.4%	10.6%	11.1%	5.7%	12.9%
Net earnings	135.8	62.4	37.1	64.1	5.3		70.2	230.1	202.2	79.6	232.8
- Net margin	3.3%	1.7%	1.1%	2.2%	0.2%		2.1%	7.6%	7.5%	3.3%	9.2%
<b>Expenses</b>											
Marketing/retail	822.9	732.3	697.6	599.7	544.1		609.3	550.7	501.3	501.2	528.6
Personnel	549.1	493.1	483.8	425.3	415.7		438.8	393.8	354.1	320.2	306.4
<b>Balance sheet</b>											
Total assets	2,853.8	2,765.1	2,620.3	2,549.9	2,308.5		2,530.3	2,581.8	2,366.6	1,925.0	1,898.7
Shareholders' equity	1,656.7	1,722.2	1,619.3	1,618.3	1,497.3		1,597.4	1,605.2	1,386.4	1,133.3	1,177.2
- Equity ratio	58.1%	62.3%	61.8%	63.5%	64.9%		63.1%	62.2%	58.6%	58.9%	62.0%
Working capital	493.9	536.6	532.9	455.7	528.4		623.7	534.0	404.5	323.2	436.4
- thereof: inventories	778.5	718.9	657.0	571.5	521.3		552.5	536.8	439.7	344.4	430.8

1) EBIT before special items.

\* Adjusted comparable figures according to IAS 8, see chapter 3 in the notes to the consolidated financial statements as of December 31, 2010.

T.2 **PUMA GROUP DEVELOPMENT** (in € million)

	2017	2016	2015	2014	2013		2012	2011	2010	2009*	2008
<b>Cashflow</b>											
Free cashflow	116.9	49.7	-98.9	39.3	29.2		-8.2	16.8	17.1	167.3	85.8
Investments (incl. acquisitions)	122.9	91.1	79.5	96.4	76.3		172.9	115.3	163.6	136.3	144.1
<b>Profitability</b>											
Return on equity (ROE)	8.2%	3.6%	2.3%	4.0%	0.4%		4.4%	14.3%	14.6%	7.0%	19.8%
Return on capital employed (ROCE)	20.7%	10.3%	7.9%	11.5%	5.6%		8.6%	28.7%	31.7%	20.3%	41.0%
<b>Additional information</b>											
Number of employees (year-end)	11,787	11,495	11,351	11,267	10,982		11,290	10,836	9,697	9,646	10,069
Number of employees (annual average)	11,389	11,128	10,988	10,830	10,750		10,935	10,043	9,313	9,747	9,503
<b>PUMA share</b>											
Share price (in €)	363.00	249.65	198.65	172.55	235.00		224.85	225.00	248.00	231.84	140.30
Earnings per share (in €)	9.09	4.17	2.48	4.29	0.36		4.69	15.36	13.45	5.28	15.15
Average outstanding shares (in million)	14.943	14.940	14.940	14.940	14.940		14.967	14.981	15.031	15.082	15.360
Number of shares outstanding (in million)	14.943	14.940	14.940	14.940	14.940		14.939	14.935	14.981	15.082	15.082
Market capitalization	5,426	3,730	2,968	2,578	3,511		3,359	3,360	3,715	3,497	2,116

\* Adjusted comparable figures according to IAS 8, see chapter 3 in the notes to the consolidated financial statements as of December 31, 2010.