

PUMA GROUP DEVELOPMENT

T.03 PUMA GROUP DEVELOPMENT (in € million)

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Sales										
Consolidated sales	8,601.7	8,465.1	6,805.4	5,234.4	5,502.2	4,648.3	4,135.9	3,626.7	3,387.4	2,972.0
- Change in %	1.6%	24.4%	30.0%	-4.9%	18.4%	12.4%	14.0%	7.1%	14.0%	-0.4%
- Footwear	4,583.4	4,317.9	3,163.6	2,367.6	2,552.5	2,184.7	1,974.5	1,627.0	1,506.1	1,282.7
- Apparel	2,763.0	2,896.3	2,517.3	1,974.1	2,068.7	1,687.5	1,441.4	1,333.2	1,244.8	1,103.1
- Accessories	1,255.3	1,251.0	1,124.5	892.7	881.1	776.1	719.9	666.5	636.4	586.3
Result of operations										
Gross profit	3,986.6	3,902.7	3,257.8	2,458.0	2,686.4	2,249.4	1,954.3	1,656.4	1,540.2	1,385.4
- Gross profit margin	46.3%	46.1%	47.9%	47.0%	48.8%	48.4%	47.3%	45.7%	45.5%	46.6%
Royalty and commission income	38.5	33.8	23.9	16.1	25.1	16.3	15.8	15.7	16.5	19.4
EBIT	621.6	640.6	557.1	209.2	440.2	337.4	244.6	127.6	96.3	128.0
- EBIT margin	7.2%	7.6%	8.2%	4.0%	8.0%	7.3%	5.9%	3.5%	2.8%	4.3%
EBT	478.3	551.7	505.3	162.3	417.6	313.4	231.2	118.9	85.0	121.8
- EBT margin	5.6%	6.5%	7.4%	3.1%	7.6%	6.7%	5.6%	3.3%	2.5%	4.1%
Net earnings attributable to shareholders of PUMA SE	304.9	353.5	309.6	78.9	262.4	187.4	135.8	62.4	37.1	64.1
- Net margin	3.5%	4.2%	4.5%	1.5%	4.8%	4.0%	3.3%	1.7%	1.1%	2.2%

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Expenses										
Marketing/retail	1,643.2	1,578.5	1,309.1	1,050.2	1,112.1	931.2	822.9	732.3	697.6	599.7
Personnel	900.6	846.5	712.4	583.7	640.5	553.8	549.1	493.1	483.8	425.3
Balance sheet										
Total assets	6,640.4	6,772.7	5,728.3	4,684.1	4,378.2	3,207.2	2,853.8	2,765.1	2,620.3	2,549.9
Total equity	2,582.3	2,538.8	2,278.5	1,763.9	1,902.3	1,722.2	1,656.7	1,722.2	1,619.3	1,618.3
- Equity ratio	38.9%	37.5%	39.8%	37.7%	43.4%	53.7%	58.1%	62.3%	61.8%	63.5%
Working capital	1,177.3	1,086.8	727.9	465.8	549.4	503.9	493.9	536.6	532.9	455.7
- thereof: inventories	1,804.4	2,245.1	1,492.2	1,138.0	1,110.2	915.1	778.5	718.9	657.0	571.5
Cash flow										
Free cash flow	369.0	177.5	276.2	276.0	330.0	172.9	128.5	49.7	-98.9	39.3
Investments (incl. acquisitions)	300.4	263.6	202.4	151.0	218.4	130.2	122.9	91.1	79.5	96.4
Profitability										
Return on equity (ROE)	11.8%	13.9%	13.6%	4.5%	13.8%	10.9%	8.2%	3.6%	2.3%	4.0%
Return on capital employed (ROCE)	25.1%	28.4%	31.9%	15.1%	29.6%	25.8%	20.7%	10.3%	7.9%	11.5%

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
Additional information										
Number of employees (year-end)	18,681	18,071	16,125	14,374	14,332	12,894	11,787	11,495	11,351	11,267
Number of employees (annual average)	18,023	16,669	14,846	13,016	13,348	12,192	11,389	11,128	10,988	10,830
PUMA share*										
Share price (in €)	50.52	56.70	107.50	92.28	68.35	42.70	36.30	24.97	19.87	17.26
Earnings per share (in €)	2.03	2.36	2.07	0.53	1.76	1.25	0.91	0.42	0.25	0.43
Average outstanding shares (in million)	149.85	149.65	149.59	149.56	149.52	149.47	149.43	149.40	149.40	149.40
Number of shares outstanding as of 31 Dec. (in million shares)	149.84	149.76	149.61	149.58	149.55	149.51	149.46	149.40	149.40	149.40
Market capitalization	7,570	8,491	16,083	13,804	10,222	6,384	5,426	3,730	2,968	2,578

* Disclosures for the prior periods were adjusted retroactively to the 1:10 stock split carried out in the second quarter of 2019