

# PUMA GROUP DEVELOPMENT

## ➤ T.03 PUMA GROUP DEVELOPMENT (IN € MILLION)

	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
<b>Sales</b>										
<b>Consolidated sales</b>	8,817.2	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
- Change in %	2.5%	1.6%	24.4%	30.0%	-4.9%	18.4%	12.4%	14.0%	7.1%	14.0%
- Footwear	4,733.6	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
- Apparel	2,813.9	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
- Accessories	1,269.7	1,255.3	1,251.0	1,124.5	892.7	881.1	776.1	719.9	666.5	636.4
<b>Result of operations</b>										
Gross profit	4,177.9	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
- Gross profit margin	47.4%	46.3%	46.1%	47.9%	47.0%	48.8%	48.4%	47.3%	45.7%	45.5%
Royalty and commission income	24.3	38.5	33.8	23.9	16.1	25.1	16.3	15.8	15.7	16.5
EBIT	622.0	621.6	640.6	557.1	209.2	440.2	337.4	244.6	127.6	96.3
- EBIT margin	7.1%	7.2%	7.6%	8.2%	4.0%	8.0%	7.3%	5.9%	3.5%	2.8%
EBT	462.3	478.3	551.7	505.3	162.3	417.6	313.4	231.2	118.9	85.0
- EBT margin	5.2%	5.6%	6.5%	7.4%	3.1%	7.6%	6.7%	5.6%	3.3%	2.5%
Net earnings attributable to shareholders of PUMA SE	281.6	304.9	353.5	309.6	78.9	262.4	187.4	135.8	62.4	37.1
- Net margin	3.2%	3.5%	4.2%	4.5%	1.5%	4.8%	4.0%	3.3%	1.7%	1.1%

	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
<b>Expenses</b>										
Marketing/retail	1,736.9	1,643.2	1,578.5	1,309.1	1,050.2	1,112.1	931.2	822.9	732.3	697.6
Personnel	985.3	900.6	846.5	712.4	583.7	640.5	553.8	549.1	493.1	483.8
<b>Balance sheet</b>										
Total assets	7,140.6	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
Total equity	2,828.6	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
- Equity ratio	39.6%	38.9%	37.5%	39.8%	37.7%	43.4%	53.7%	58.1%	62.3%	61.8%
Working capital	1,278.2	1,177.3	1,086.8	727.9	465.8	549.4	503.9	493.9	536.6	532.9
- thereof: inventories	2,013.7	1,804.4	2,245.1	1,492.2	1,138.0	1,110.2	915.1	778.5	718.9	657.0
<b>Cash flow</b>										
Free cash flow	464.3	369.0	177.5	276.2	276.0	330.0	172.9	128.5	49.7	-98.9
Investments (incl. acquisitions)	263.0	300.4	263.6	202.4	151.0	218.4	130.2	122.9	91.1	79.5
<b>Profitability</b>										
Return on equity (ROE)	10.0%	11.8%	13.9%	13.6%	4.5%	13.8%	10.9%	8.2%	3.6%	2.3%
Return on capital employed (ROCE)	23.0%	25.1%	28.4%	31.9%	15.1%	29.6%	25.8%	20.7%	10.3%	7.9%

	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
<b>Additional information</b>										
Number of employees (year-end)	19,599	18,681	18,071	16,125	14,374	14,332	12,894	11,787	11,495	11,351
Number of employees (annual average)	18,668	18,023	16,669	14,846	13,016	13,348	12,192	11,389	11,128	10,988
<b>PUMA share*</b>										
Share price (in €)	44.36	50.52	56.70	107.50	92.28	68.35	42.70	36.30	24.97	19.87
Earnings per share (in €)	1.89	2.03	2.36	2.07	0.53	1.76	1.25	0.91	0.42	0.25
Average outstanding shares (in million)	149.32	149.85	149.65	149.59	149.56	149.52	149.47	149.43	149.40	149.40
Number of shares outstanding as of 31 December (in million shares)	148.82	149.84	149.76	149.61	149.58	149.55	149.51	149.46	149.40	149.40
Market capitalisation	6,602	7,570	8,491	16,083	13,804	10,222	6,384	5,426	3,730	2,968

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