

# CATch up

OCTOBER 2011  
#1



*Franz Koch* **YOUR  
INTERVIEW  
WITH  
PUMA'S  
CEO**

PUMA SPORTS

**THERE ISN'T  
MUCH  
ESCAPING** ▶

PUMA VISION

**MARMO'S  
MISSION** ▶

PUMA BUSINESS

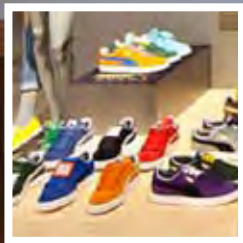
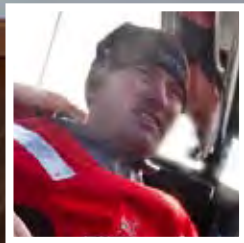
**BACK ON THE  
ATTACK:  
ARE WE STILL  
ON TRACK?** ▶

# CATch up

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*Franz Koch* **YOUR  
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WITH  
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# IT WAS ABOUT TIME TO CATch up AT PUMA, DON'T YOU THINK?

CATching up on the latest and hottest news that happen on the PUMA planet - the hippest products, exclusive messages for you from our athletes and employees, our crazy adventures such as the Volvo Ocean Race or our sustainability drives that will all help us to leap forward on our road to become the most desirable and sustainable sportlifestyle company in the world. PUMA's new eMagazine *CATch up* will bring those stories to you on the last Thursday of every month. And you know what I like about it the most? The majority of those stories is written by you! So I am truly pleased to see that PUMA now not only has a cool news magazine for its people - but one that is actually made by its people. That's also what we did when we were looking for a name for our new eMagazine. →

Franz Koch

# DEAR ALL

# THANKS FOR 300 IDEAS

We thought it would be best to use the abundant creativity among our staff and ask for your ideas of what would be an appropriate name for it.

I can tell you: the response was overwhelming. We received around 300 entries and let them run by a jury whose majority vote settled for *CATch up*. *CATch up* was submitted by a few people so the final decision was taken by lots. And I am happy to announce that the proud winner of two tickets for next year's sports highlight, the Olympic Games in London, is Stephanie Hedley, Team Assistant Supply Chain, based here in Herzo. Congratulations, Stephanie, and enjoy the Games! What I enjoyed most in this first issue was you interviewing me! Thanks so much for turning in so many questions that ranged from if I started losing my hair at PUMA to whether I am often compared to Barack Obama. It was good fun answering those and I hope you enjoy reading the Q&As on page 10.

It was also great to see how many brilliant PUMA stories we have been able to feature here because you shared your unique experiences in your daily PUMA life with the rest of us. Please keep these exciting stories coming. I do enjoy reading them! ←

Yours



## YOUR CATch up CORRESPONDENTS THIS MONTH ARE ...



### > Lisa Ramsperger PR Manager PUMA Sailing

- *chatted with VOR Skipper Ken Read about toilet oddities and more onboard PUMA's Mar Mostro*
- *has been with PUMA since April*
- *loves what she does at PUMA because of the travel, the adventure, the fun ... and experiencing it all with great people - the best sailing and shore crews, an amazing PUMA team and Marmo!*
- *enJOYs a day hike and her iPhone; good food and great interviews; and, of course, sailing! (Still learning to sail, but thankfully there are plenty of good teachers around.)*



### > Danielle Marcus Teamhead Marketing PUMAVision

- *went on a mission with Marmo*
- *has been with PUMA for a total of 6 1/2 years, started in 2002 and came back in 2010 to join the PUMAVision team.*
- *loves what she does at PUMA because of the ability to contribute to the greater good through the mission statement of PUMAVision. One of the best things about the company though are the people ... coming to work every day is a joy because of them.*
- *enJOYs yoga, travel, and writing (when she has time!)*



### > Arne Freundt Head of Global Strategy

- *tells you whether we are on track*
- *has been with PUMA for 109 days*
- *loves what he does at PUMA because of the entrepreneurial spirit and passion of his colleagues*
- *enJOYs being in the mountains, skiing, sun and his own legendary spaghetti bolo*

# NJOY!



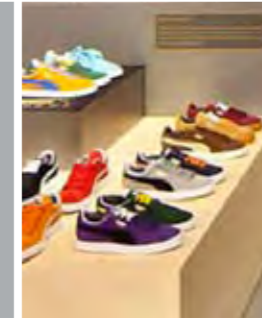
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Simply enJOY!



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Get your lesson on PUMA's Brand Identity

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> CATching up WITH FRANZ KOCH



**AND THE PUMA CREATIVE IMPACT AWARD GOES TO ...**

... "The End of the Line", the major feature documentary film revealing the impact of overfishing on the world's oceans and widely acclaimed as a wake-up call. On October 12, PUMA.Creative and Channel 4 BRITDOC Foundation announced the film by Rupert Murray as the winner of the inaugural €50,000 PUMA.Creative Impact Award. The Award was launched to identify and honor the documentary that

has made the most significant positive impact on society. Filmed over two years, "The End of the Line" provides a first-hand analysis of the effects of

our global love affair with fish as food. The documentary reveals the profound implications of a future world with no fish that would bring certain mass starvation. The film had such a significant effect that many supermarkets and consumer brands have now committed to using only sustainably-sourced fish.

[> watch the trailer here!](#)

**TRUE LOVE BORUSSIA DORTMUND**



Image: True love is yellow

Football has been high on the agenda for PUMA the last couple of months and yesterday we announced another exciting new partnership with last season's German Bundesliga Champion Borussia Dortmund. From the 2012/13 season we will be providing official playing kits and will become the club's official partner for replica kits, fanwear and merchandise. BVB will play a key part in PUMA's football communications for which there are some exciting plans in the pipeline.

**LET LEXIE PLAY**



COBRA-PUMA-GOLF professional golfer, 16-year old Lexi Thompson, made history on September 18th when she won the Navistar LPGA Classic, making her the youngest player to ever win on the LPGA or PGA Tour. Winning meant she had to petition the LPGA for her 2012 Tour Card and the COBRA-PUMA-GOLF family successfully supported her petition by launching the Let Lexi Play campaign on social media and with specialty t-shirts. Rickie Fowler, Ian Poulter, Usain Bolt and others joined in by sporting the tees and posting the photos to Twitter.



Rickie Fowler celebrates

**RICKIE FOWLER, LEGEND IN THE MAKING**

Coming straight after Lexi Thompson's historic win, Rickie Fowler won his first professional title, taking home the Kolon Korea Open. Rickie beat out top competitors that included 2011 US Open champion, Rory McIlroy and 2009 PGA Championship winner, YE Yang, with a 16 under (course record). Rickie beat his closest competitor Rory McIlroy by 6 strokes. We knew this day was coming and it is sure to be the first of many wins. Congratulations to Rickie!

**PUMA PARTNERS WITH F1-SILVER ARROWS**

PUMA puts another asset on the racing track! We have entered into a new multi-year partnership with Formula One Team MERCEDES GP PETRONAS and will be supplying the team with footwear, apparel and accessories from 1 January 2012 onwards. Through this new partnership, we will develop MERCEDES GP PETRONAS licensed products for global sales and distribution.





# "I FEEL THAT SOMETHING IS BUBBLING"

**H**e is indeed a busy man! But on a Wednesday at midnight, Franz Koch eventually found the time to personally answer your questions. And it looks as if he's had fun! Read on to find out what he has in common with Barack Obama and whom he would like to have breakfast with.

Patrick McCabe, Allocator Full Price, PUMA Retail, Switzerland

What was your career path that landed you in a CEO role at the age of 32?

I started my career as a Management Consultant before joining PUMA as Global Strategic Planner in 2007. One year later, I got promoted to Head of Global Strategy and I have now been CEO for about 90 days.

Leslie O'Malley, IT Administrator, PUMA North America

Please share a story about an unexpected joyful experience that has occurred since you have become CEO?

I had the pleasure to get some first-hand race experience on Oracle Racing's new Americas Cup yacht in Cascais, Portugal. Insane!

Leigh Taylor, Territory Manager, PUMA Australia

What is your favourite sport? And how do you keep fit with such a busy schedule?

My favourite is actually action sports, particularly surfing and skiing, and to keep fit I am challenging my colleagues in Herzo in Mini Tennis which I received from my friends at Tretorn. It's great fun!

Gloria Gong, Division Sales Supervisor, PUMA Shanghai

How will PUMA as a Sportlifestyle brand win in the fierce battle of strong lifestyle competitors?

Is it true that the markets for sport performance products are shrinking?

We succeed by being unique and different. We bring life into sport, sport into life and we fuse into fashion ... and most importantly, →

we do it with Joy. The sport performance market was actually growing at a single-digit rate in 2010 driven by strong consumer demand in the emerging markets.

## FRANZ KOCH

- was born on 16 February 1979 in Lübeck, northern Germany
- is 1.90 m (6 foot 2) tall
- is a fan of Hamburg football club HSV
- likes to mountain bike with friends across the Alps
- sometimes cycles the 25 km commute to work from Nuremberg where he lives
- studied in Sydney where his flat was just a walk away from the beach and he went surfing before school in the morning
- keeps a surfboard in his office that PUMA partner Wheat, an accessories company in San Diego, gave to him as a welcome present on a business trip

Ryan Nathan Wilson, Development Footwear, PUMA SE, Herzogenaurach

### Does your heart lie with shoes or apparel?

I like cats ;-)

Volfango Bondi, Global Sales Director, PUMA SE, Herzogenaurach

### What is the major challenge as a Brand that you think we have ahead of us and how you would like to tackle this? After your first 100 days of observation what is the key takeaway?

It might sound strange but to me the major challenge for us as a brand is to be simple. One way

to fix it is by always putting ourselves in the shoes of our consumers, asking ourselves if it makes sense what we are doing. My key takeaway after my first 100 days is that we as a team have the amazing opportunity to re-invent PUMA. It's hard to explain but I feel that something is bubbling.

Andrew Wood, Retail Consumer Marketing Manager Ireland, PUMA UK

### What is your favourite PUMA Marketing Campaign – past or present – and why?

It was not really a campaign but I remember Linford Christie wearing PUMA lenses at the 1996 Olympics in Atlanta. What a genius idea!

Claire Rouge, Human Resources Business Partner, PUMA North America

### If there was one thing individual contributors at PUMA could do to help make it a better place to work and a stronger company, what would that be?

Well, I should actually revert with this question to you. If I could ask for one thing only then I would ask to contribute to an amazing company culture by truly living our 4Keys of being fair, honest, positive and creative.

Ramin Schultz, International Marketing, PUMA SE, Herzogenaurach

### Are you often compared to Barack Obama, being a young, positive leader? What do you think of this comparison?

You are actually the first one comparing me to Obama. What we have in common is a positive attitude: "Yes, we can!"

Titan Chien, Assistant to Production Manager, World Cat Vietnam

### What is your strategy to develop the PUMA business

### in the future? What does it need to become a successful professional CEO?

"Back on the Attack" is still the name of the game and you have to be at least 30 years old to become CEO of PUMA ;-)

Jeff Chen, Assistant Manager Development Footwear, World Cat, Vietnam

### What does it need to take myself to grow up with my career or exceed my expectations? How do you cope with your personal work/ career and family life?

You should decide for yourself what you want to do in your life and professional career. Set yourself targets and work towards them. The right work-life balance is very important to me and the beauty of PUMA is that it allows me to bring my life into work.

Andre Lin, Merchandising, PUMA Shanghai

### What in PUMA as a company has inspired you so far since you became CEO?

I was inspired by the "work hard, play hard" attitude of our teams during the latest 360 Meeting. Work hard in the showrooms, play hard at the PUMA Oktoberfest.

Julia Back, Manager Planning & Order Management Accessories, World Cat Hong Kong

### What's your favourite After-Hour-Athlete-Activity?

Ping Pong.

Craig Tompkins, Assistant Graphic Designer Apparel Teamsport, PUMA SE, Herzogenaurach

### The Undefeated/ Clyde collaboration caught the attention of all the 'hypebeasts'. Have we got many more exciting projects to look forward, too?

The Clyde Undefeated has been a great success story for us and you may rest





assured that we will continue this successful collaboration with one of the world's most influential sneaker freaker stores.

Le Nguyen Anh Thy, Senior Technician Laboratory,  
World Cat Vietnam

Have you ever thought that smiling makes your success?

Let's put it this way: There is no success without smiling.

Claudia Schmitt, IT User and System Support,  
PUMA SE, Herzogenaurach

How do you see PUMA SE employees' future since we all know that the World Economy system is collapsing and Bank crisis in Europe cannot be stopped?

I would not be too worried at this point, but we are ready to take action should we experience a double dip of the world economy.

Claude Matthiss, Operational Analyst, PUMA France

Do you drive a hybrid car? Do plan to stay as long at the top of PUMA as Jochen Zeitz did? How many watches do you have and what are your favourite ones? Cigar or Cigarette? Sea or mountains?

I drive a BMW X3 and I offset my CO2 footprint at the end of the year. The future will tell if I can beat Jochen's 18 years as CEO of PUMA. I will focus on my first 18 months for now ;-). I have three watches and my favourite is a Nixon watch. No smoking. It does not matter as long as I have a board under my feet.

Tami Kirlis, Senior Product Marketing Manager,  
PUMA International, Boston

What are your top 5 favourite musicians/ bands?

Probably Coldplay, Red Hot Chili Peppers, Linkin Park, and Deadmau5, of course.



Andrea Unterrainer, Controlling, PUMA Austria

Did you lose your hair when working for PUMA or before?

Ha! I wish I could blame PUMA but I started to lose my hair well before I joined.

Mario Olvera, Commercial Director, PUMA Mexico

When will all systems of all the countries be linked and use the same one in order to reduce all the time and mistakes that we have by having different systems?

The roll-out of a globally integrated IT landscape is part of our long-term transformation program. Based on experiences from other companies it can easily take up to 10 years for a company of our size but keep in mind that we are the fastest company in the world.

**IF YOU WANT  
TO KNOW WHAT  
FRANZ' USUAL DAY  
AT PUMA LOOKS  
LIKE, CHECK  
OUT THIS VIDEO!**



Sergey Shvets, Replenishment Specialist, PUMA Ukraine

What is your mission as CEO of Puma? What do you want to do in this position?

My mission is to lead an amazing team on the road to become the most desirable and sustainable Sportlifestyle company in the world. My primary focus is to execute on our 5-year company growth plan.

Anonymous female employee, PUMA SE, Herzogenaurach  
Will PUMA stay true to the African and Sustainability themes as these were driven by Jochen Zeitz' passion for those? I would like to know which are the last three CDs that you got.

You may rest assured that PUMA will remain fully committed to Africa and Sustainability under my

leadership. These two things have become part of our DNA.

I don't buy CDs any longer but the recent video I downloaded from iTunes is called "The Art of Flight", a new dimension of a snowboarding video. Thanks for the hint, Tony.

Arthur Odesiuk, Marketing Manager, PUMA Ukraine

What is your biggest dream as PUMA's CEO?

My biggest dream is to unleash the creative power of our organization to push the boundaries of our industry once again.

Yuri Wales, Apparel Developer, PUMA Japan

What was your childhood dream? Have you always wanted to become the CEO of a sportlifestyle company? What would you do or where would you go if you had two months off? What is your goal as the CEO of PUMA?

I wanted to participate in the Olympics in the German field hockey national team but I failed. I would go on a round the world surf trip if I had two months off. My primary goal is to crack the 4 billion Euro sales mark by 2015.

Maurizio Sicco, Senior Manager Motorsport Racewear,  
PUMA Italy

Are you a motorsport fan?

Of course, I grew up watching Schumi.

Blair Provan, Event Retail Co-ordinator, PUMA UK

If you could wake up tomorrow morning and have breakfast with three persons of your choice (past or present) who would it be?

Rudolf Dassler, Adi Dassler and Helmut Fischer  
*(Editor's Note: Helmut Fischer is Head of Sportsmarketing, PUMA Germany, who has been with PUMA for 34 years).*



# THERE ISN'T MUCH ESCAPING



By Lisa Ramsperger

They reached Spain and now the start is just days away. On November 5th, the PUMA Ocean Racing team powered by BERG Propulsion will set out on a journey around the world. During nine months of the Volvo Ocean Race 2011-12, the team will sail more than 39,000 nautical miles of the world's most treacherous seas, beginning in Alicante and finishing in Galway, Ireland in July 2012 via eight stopovers. [▶ See Official Route](#)

Through months of training, the 11-member crew onboard PUMA's Mar Mostro, the "Monster of the Sea," spent time in both Newport, Rhode Island, and Lanzarote in the Canary Islands, testing the boat, sails and systems. As skipper Ken Read said, they trained with the philosophy of "break it now, don't break it during the race." No damage done, and the boat is ready to race.

The first points will be awarded during the In-Port Race on October 29. Then it's on to Leg 1 – Alicante to Cape Town. The leg will take the PUMA crew approximately 6,500 nautical miles, travelling across the equator for the first time during this trip around the world.

The Race Village in Alicante opened on October 14, and the PUMA Quad has been full of excitement. Activities will include demos on the new PUMA/Laird stand-up paddleboard, and Marmo, the mascot, will help raise awareness about ocean preservation. [→](#)

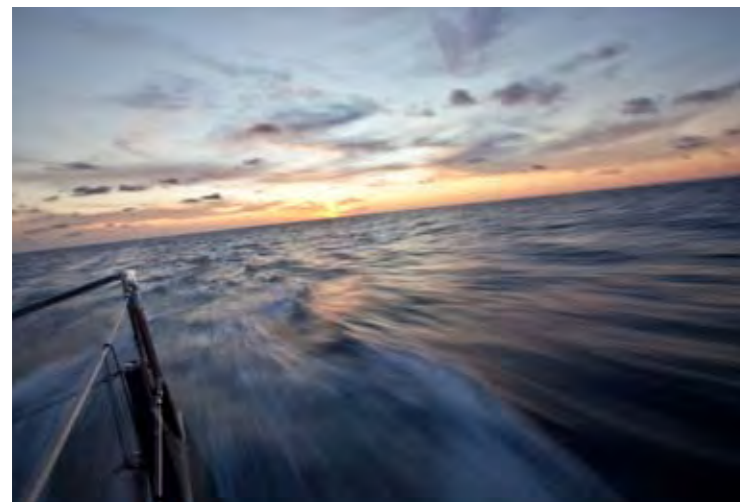


# 1 CATch up

**WANTED TO KNOW WHAT LIFE IS LIKE ONBOARD OF MAR MOSTRO OVER THE NEXT NINE MONTHS AND LEARNED IT STRAIGHT FROM THE SKIPPER'S MOUTH.**



1. Ken Read: "Teams that have fun have a better chance at succeeding. We made a pact that we're going to have fun, and having fun means liking and respecting the people who you sail with."



2+3

*You will soon leave Alicante for the start of the race. Describe a day in the life onboard for those first 24 hours?*

There's a lot of nervous anticipation for the first 24 hours, and in a way relief as well. We have been working a long time for our shot in this race. I can't imagine what it would be like in those first 24 hours if it becomes apparent that you are off the pace in terms of speed. It would be really, really depressing to know that you have 39,000 miles to go and must be very lucky to win. The fastest boat always wins races like this. That's not necessarily the case for every leg because there are certainly matters of good fortune and bad fortune. But in the end, the law of averages always determines the winner, and the winner is always fast!

once and a while you lay in bed and zone out to music or even watch a dumb movie just to mentally leave the boat for a bit. But, for the most part you are there and into it and there is no place to go either mentally or physically.

And, for sure you don't learn everything about everybody. Some guys are quieter than others. Some like talking about their personal lives, others simply don't. All are incredibly focused on the job at hand, so we actually are talking about boat speed and tactics and navigation most of the time.

*What are five unique facts about PUMA's Mar Mostro?*

1. In essence the boat is made completely by hand. It is a fully custom piece of art which is built with only one goal in mind and that is to win this race and stay in one piece.

2. The paint job is obviously ridiculous. It is like a Where's Waldo picture. Every time you look at it you find something new.

3. The toilet is carbon fiber and gimbals as the boat heels. You can angle the toilet about 25 degrees to the right or →

*You spend so much time as a team in such close quarters, how can one "escape"? Is there anything you won't know about each other by the end of the race?*

You can escape simply by going to sleep! Besides that, there isn't much escaping. Sure everyone has an iPod, and every

4  
**EXCLUSIVE INTERVIEW WITH SKIPPER KEN READ**



2. Sailing upwind to Alicante for Race Start from the eye of Media Crew Member Amory Ross - he'll be documenting the journey.  
3. A new pair of PUMA Luff Boots for bowman Michi Müller.  
4. Rome Kirby's responsibilities while on watch include constantly checking the trim of the sail for optimum speed.

"DRY FEET ARE CRUCIAL TO HAPPINESS."



Everything skipper Ken Read and the crew have focused on in preparation – from building the boat to training – is making the boat go faster.

Credit: Parker Worthington/  
PUMA Ocean Racing



Bowman Casey Smith devours a valuable commodity ... and a satisfying break from freeze-dried food.

Credit: Arden Oksanen/  
PUMA Ocean Racing

**DID YOU KNOW?**

- The PUMA Ocean Racing team has competed in 21 Volvo Ocean Races between them.
- The PUMA crew has collectively recorded six wins and six 24-hour monohull speed records in the race.
- Rome Kirby is the youngest sailor competing in this year's race at age 22.
- Five different nationalities make up the PUMA team – Australia, Germany, New Zealand, South Africa and the United States.

to the left. And, we had to put a couple of hand holds around the toilet to allow you to hold on a bit tighter when flying off of waves!

4. Besides the gourmet freeze-dried food onboard (yuck!) we have three protein bars and one chocolate bar per person, per day as snacks. Each person also has a limit of five baby wipes they can use per day as well. Things like baby wipes and chocolate bars become currency. Bartering is always happening.

5. There are six berths on either side of the boat, and when we tack or jibe, the entire crew that is sleeping and all of the gear carried on board is shifted to the "high side" or the side of the boat that is most out of the water when the boat is heeling over. Although the boat is 70 feet long, we probably only really utilize the middle 20 feet of the boat. The front end and the back end remain completely empty as we try to condense all of our weight to the middle to minimize pitching moment.

work and are comfortable. Dry feet are crucial to happiness. Second is the new Aquaclava – it's a bellaclava with a waterproof outside layer. It not only keeps your head warm, it minimizes the constant whistling in your ears of the wind, that slowly but surely drives you insane. I didn't use one at all in the last race, but a few of the guys swore by them. I started to try it training, and now I am addicted.

Usain Bolt takes up sailing. What role would he play as part of the PUMA crew and why?

I think first of all our goal would be to take Usain offshore in a bit of breeze and see how strong his stomach is! If he has the stomach for it, my guess is he would be a bowman. Rumor has it he is pretty athletic, agile, has great balance, and is pretty quick on his feet. If all of that is true, he would be a great bowman. Let's go Usain. You may have another career blossoming that you don't even know about yet.



What piece of PUMA gear can't you live without onboard?

There are a couple of things that are my favorite PUMA pieces of kit. First the Luff boots – they are cool looking and simply

**MEET THE CREW,  
FOLLOW THEIR PROGRESS  
AND WATCH THE NEW  
VIDEO SERIES AT  
WWW.PUMA.COM/SAILING**

# AN INSIGHT INTO PUMA'S PLAYER ACQUISITIONS

As I'm sure everyone is well aware, the last couple of months have been very busy for Teamsport Sport-Marketing, announcing new partnerships with some of the most current high profile global football players in the world. Argentinean International and Manchester City striker Sergio "Kun" Agüero was our first big announcement in September, closely followed by Falcao of Atlético Madrid and Colombia and Spanish superstar Cesc Fàbregas of FC Barcelona.

It was clear that we were in need of lead players for our speed and power silos, to strengthen our sell-through portfolio and drive our brand visibility. The process for these acquisitions is lengthy and negotiations can often go on for months before we are finally able to put pen to paper and sign the contract.

The first step in the process is identifying players globally who we see as a potential fit with the PUMA brand, given what we already have on hand. We are constantly scouting talent with help from local markets around the world and beginning conversations with players, working to bring them on board with PUMA. →



By Christian Voigt

## AGÜERO

*At the age of 15, Sergio Leonel "Kun" Agüero del Castillo (23) was the youngest player debuting in Argentina's First Division, breaking the record set by his father-in-law Diego Maradona. Sergio won gold at the 2008 Olympics with Argentina and the Euro League title with Atlético Madrid. His move to Manchester City last summer was worth about €43m.*



## THE PLAYER NEEDS TO BE COMFORTABLE WITH OUR BRAND

Once we have identified potential new signings and the first contact has been made, the process then begins to really find out if there is an opportunity to work together.

The player needs to be comfortable with our brand and embrace our values. For a successful working relationship this is vitally important as the player will be an ambassador for PUMA and should embody our joy and passion for the sport. Product is also key as the player will be wearing the boots and needs to be comfortable in his equipment. We work to find out if the inline boot is suitable, or if we need to develop an adaption specifically for the player.

Another very important area is showing our potential new signing how PUMA will help elevate his global visibility. This is more often than not a priority over the monetary element. Our competitors will all be scouting the same big names and future talent and offering the big bucks and it's here that we have the opportunity to demonstrate how we can offer a far more worthwhile package with tangible benefits. Players earn huge amounts of money and are more interested in a long term approach that will grow their exposure and build their own brand for a secure future after their elite performance career ends.

The work doesn't of course stop here. It's important to bear in mind that once we've managed to put pen to paper it's then that it starts with the player – servicing, utilisation, communication. And of course in Sports Marketing we continue to search for the PUMA icons of the future and with our renewed focus on growing our asset portfolio there will certainly be some more exciting additions to the PUMA family in the not too distant future! ←



### FALCAO

*Radamel Falcao García Zárate (25) is one of the best strikers in the world. Besides setting a new record with 17 goals in a UEFA Euro League campaign, he also guided his side FC Porto to the Euro League title. In a Portuguese record transfer deal worth €40m he was signed by Atlético Madrid this summer.*



### FÀBREGAS

*Francesc "Cesc" Fàbregas i Soler (24) was signed by Arsenal London at the age of 16. He became the playmaker and captain, breaking several club records. In 2011, he returned to his home team FC Barcelona for a reported fee of €34m. Cesc was part of the Spanish squad, winning the European Cup 2008 and the World Cup 2010.*

# PUMA LIFE STYLE



HUSSEIN CHALAYAN

## Impressing the Press

Earlier this year a global PUMA by Hussein Chalayan Press Event was held at London's Vinyl Factory. The space was specifically designed to showcase the PUMA by Hussein Chalayan AW11' Collection with an emphasis on the Urban Swift. Attendants included top global fashion and lifestyle publications such as VOGUE and ELLE. The afternoon was hosted by Hussein Chalayan, and began with a 5 min Sizzle Reel which included an exclusive look into how the Urban Swift shoe is made with footage from the Italian factories, and an inspiration piece from Hussein's own Inertia catwalk show. A group Q&A session, one-to-one interviews and an evening Cocktail Reception also formed part of the event.



*Our vision of lifestyle is driven by cultural relevance, joyful style, leadership and cutting edge design innovation.*

## The Re-Suede makes friends on Vegan Blog

PETA's German vegan blog Veganblog.de raffled off a pair of PUMA Re-Suede provided by PUMA Germany. Over 230 participants took part in the competition. "We are very happy with how the competition turned out. Feedback was phenomenal," said the makers of the blog. "We think it is great that PUMA is taking a step in a sustainable, environmentally and animal friendly direction."

› <http://www.veganblog.de/2011/09/27/nachhaltiges-tierfreundliches-schuhwerk/#idc-cover>

### PUMA RE-SUEDE

## BORN AGAIN

What's stylish, iconic, and made from 100% recycled materials? The PUMA Re-Suede! PUMA has taken one of our most celebrated shoes, the Suede, and re-tooled each of its components with the highest degree of recycled materials. For example, the outsole is made from a special material that replaces a portion of the rubber with rice husk filler, a natural byproduct of the food industry and the upper material is made of recycled polyester. The Re-Suede is also incredibly light weight, thereby reducing the fossil fuels needed in transport, saving fifteen tons of carbon emissions for every ten thousand pairs shipped. An icon of culture famous for its bright colours, plush suede and custom fat lacing techniques, the PUMA Suede now stands for one more thing ... sustainability.



**SNEAKEARFREAKER**

**PUMA Draws Spotlight in SneakerFreaker**

PUMA is creating some further hype and heat within the sneaker world with some new PUMA features in the October issue of SneakerFreaker. Full page exclusives include the limited edition Japan release with BEAMS x Disc Blaze LTW, and a PUMA page on the UNDFTD Nylon Ripstop Clyde and UK Shadow Society Pack. Additional product placement includes the Bluebird, Ink on Suede Pack, Re-Suede, Bolt Trinomic Pack, and the SS12' preview of the DISC LTWT Pack. SneakerFreaker Magazine, issue no.22 is out in October.



PUMA in SneakerFreaker



**'AFTER HOURS ATHLETE' ACCESSORY**

*Ready for a Ping Pong rematch*

PUMA and product design consultancy aruliden have once again created an ultimate 'After Hours Athlete' accessory. BLACKOUT is a game-defining ping pong table and builds on the success of last year's limited edition CHALK table. It caters to the spirit of our PUMA Social lifestyle campaign that aims to bring together and celebrate the 'After Hours Athletes'. BLACKOUT, which gives a sophisticated feel to an often undervalued game piece, debuted this September in New York City's The Conran Shop and will be the envy of basements to penthouses everywhere.

› <http://www.aruliden.com/>

**DEADMAU5**

**Two Icons Team Up**

PUMA has teamed up with Canadian DJ Icon Deadmau5 to produce a collection of PUMA Street Jump and Dallas styles that is designed to get you off your feet and dancing to the music. Electro coloured inspired combinations and detailing that include the iconic oversized mouse head are just some of the features that make this collection all about personality, music and fun. Foot Locker is selling the collection across Europe.



**PUMA X UNDFTD:**

*The Next Chapter of the PUMA Clyde*

September 10th marked the third global release in the PUMA Clyde x UNDFTD partnership. The project with UNDFTD, which started earlier this year, is centered around the PUMA Clyde, designing a collection of the iconic sneaker to be released throughout 2011 and beyond. Known as the PUMA Nylon Ripstop Clyde (NRC), it takes design cues from the military and incorporates a high quality Nylon Ripstop material into the PUMA Clyde. Ripstop was originally developed for the production of parachutes during World War II and is resistant to tearing and ripping, meaning these Clydes will be sticking around. Moving forward, look out for the launch of the UNDFTD Coverblock Clyde and the final Limited Edition Clyde bag in the series.



Read more about the iconic Clyde and our collaboration with UNDFTD at › <http://www.puma.com/clyde>



# joy



**IT'S WHAT DEFINES US,  
AND WHAT DIFFERENTIATES US**



For several seasons we've been talking about Joy as our attitude, and now as our positioning within the Sports market overall. But with the most recent Joy video, we've offered a look at the definition of what JOY means specifically to the core aspects of the PUMA brand. Always remember – we find Joy in everyday life – not just in winning. **WE BRING THE JOY OF LIFE INTO SPORT, TURNING EVERY COMPETITION INTO A GAME ...** **... AND THE JOY OF SPORT INTO LIFE, TURNING EVERY PLACE INTO A PLAYGROUND.** Keep this in mind, as you go through your day to day life here at PUMA, and always ask yourself – am I doing it with Joy? Let's all keep ourselves busy bringing JOY to everything we do.



**JOCHEN ZEITZ, CHIEF SUSTAINABILITY OFFICER PPR AND EXECUTIVE CHAIRMAN OF PUMA**

**D**uring the first week of September we all found ourselves returning from Summer holidays and quickly getting back into the swing of things. It was with great pleasure that I hosted PPR HOME's inaugural 'Creative Sustainability Lab' workshop on the 5th and 6th of September in Gressy, France. As you all may know, my team and I launched PPR HOME - PPR's new sustainability initiative across its Group of brands - last Spring and we invited all brands including PUMA to take part in our participatory workshop. The workshop was a series of facilitated sessions led by PPR HOME's team of experts aimed at building consensus around the meaning of sustainability across the Group and mutually agreeing on the areas requiring the most attention. A very engaging and successful endeavor!

The PPR Group was well represented by PUMA, Alexander McQueen, Balenciaga, Bottega Veneta, Boucheron, Fnac, Gucci, Redcats, Sowind, Stella McCartney, Volcom, and Yves Saint Laurent and the workshop culminated in a unanimous commitment to move on from the traditional CSR approach and further sustainability within the Group. I presented the main findings of the workshop at the 2011 CEO Strategy Seminar on the 15th of September and they were greeted with support and enthusiasm.

Here is to the continued Group collaboration to support and deepen the credo that PPR is uniting its brands behind PPR HOME to champion sustainability by committing to reduce its impact on the environment, and by taking proactive steps to implement more sustainable business practices. We all have an exciting time ahead of us.

Best, *Jochen Zeitz*



# MARMO'S MISSION

**P**UMAVision's contribution to this year's Volvo Ocean Race (VOR) comes in the form of a tenacious, clever octopus named Marmo. Drawing inspiration from the great adventure that is the race and PUMA's boat the "Mar Mostro", Marmo, the octopus, serves as the team's mascot as well as an ambassador for marine preservation education. Reaching out to children around the world in person and online, Marmo will help educate children and their families on current marine conservation issues, and teach them what they can do in their daily lives to help improve the condition of the ocean. Life-sized Marmo debuts in Alicante, Spain, where the VOR starts, with storytime readings of the book "Marmo Saves Our Seas." The readings, along with associated activities, will take place at each of the ten race villages along the VOR. Kids will leave with a copy of the book ... and a clear conservation message to take with them. >



**By Danielle Marcus**

- 1. Visitors of the Race Village Opening in Alicante enjoying Marmo's story-time readings
- 2. Thinking hard about the lessons.
- 3. Enjoy Marmo live!

In "Marmo Saves Our Seas," Marmo sets out on a mission to help his friends as he investigates the odd occurrences happening in his seas and home. Marmo meets a begrudgingly-vegetarian shark, a tangled albatross, a woeful sea anemone, trapped turtles and more! At the same time, Marmo's experiences highlight pertinent issues like sustainable fishing practices, marine debris and climate change. The book concludes with a list of tips for conserving our oceans. Just like Marmo, every child has a part to play.

Along with the in-person interactions, Marmo has been virtualized to maximize his impact. Through online content licensed from National Geographic Kids, children all over the world can partake in this mission! For example, children and their families will be able to take a 'No Plastics Pledge' to help stop the usage of plastic bags. Marmo will also blog regularly on the VOR website as the Mar Mostro travels around the world's oceans, reporting on what he sees and the animals he meets.

Finally, there is Marmo merchandise available for young fans for sale at the race villages and through ecommerce,

so families can purchase Marmo hats, rain ponchos, backpacks, and t-shirts! The line is ultra-cute and comprised of products made from 100% organic cotton, 100% recycled polyester and developed in an environmentally-friendly, safe and healthy process. PUMA's mission is to become the most desirable and sustainable Sportlifestyle company in the world, which means we inherit the responsibility to give back to our earth, to protect it from damage, and to improve it where we can. The introduction of Marmo is PUMA's way of engaging and educating tomorrow's future leaders about the urgent issues surrounding one of the world's greatest assets.



1



2



3

# MARMO SAVES OUR SEAS

Ultra-cute and environmentally friendly! The Kids Marmo Collection is made of sustainable materials.



## Mascot Marmo

### MOVES IN AT NEW PUMA KIDS WEBSITE

Having launched just in time for the Volvo Ocean Race's first event in Alicante, Spain, on October 17th, is a website dedicated to our favorite 13th crew member of the Sailing team and key PUMA Kids character, Marmo. The current PUMA Kids landing page will be developed into its own PUMA Kids category site, where Marmo will live. The site, which will feature blogs, quizzes, videos and the Marmo Saves Our Seas ebook, will engage and educate everyone from parents to children. Visit Marmo at his new home!

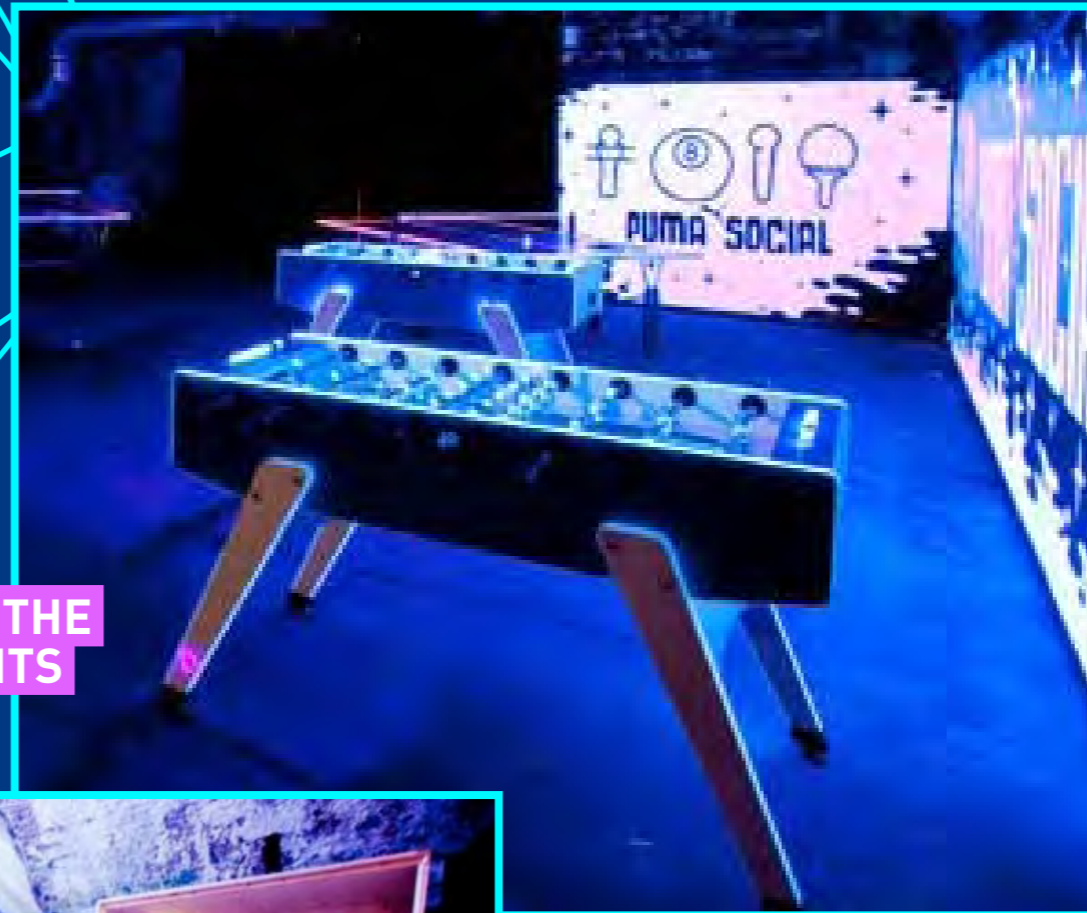
Download Marmo's ebook "Save our Seas" here:

➤ <http://www.puma.com/kids/marmo?lang=en>



Life is simply more fun when you're keeping score and we're still celebrating the After Hours Athletes, with the plan to do so through 2013. In the fourth season of the campaign, Social Clubs remain the main event activation leg and our Social Clubs have been popping up all over the world from New Zealand to Dubai and Indonesia. Most recently, the PUMA UK team partnered again with The Warehouse Project (WHP) and kicked off a PUMA Social event in Manchester this September. Until the end of November, PUMA will continue to collaborate with WHP, the most celebrated series of events in Manchester. It aims to embody music and after hours culture with the same approach as PUMA Social. Guests at last month's event enjoyed and participated in a slew of After Hours activities including: ping pong, pool and table football – all located in a neon and UV room. Additional activities included a dance floor, music by local acts and prizes.

**PUMA UK  
TURNS ON THE  
NEON LIGHTS**



**PUMA HELPS  
INVESTIGATE MASS  
FAINTINGS IN  
CAMBODIAN FACTORIES**

After a mass fainting occurred at a PUMA supplier factory in Cambodia in summer this year, PUMA supports the investigations by a group formed by multiple government ministries and the International Labor Organization. "They are going to set up an interministerial committee to be on standby to investigate all the safety measures to ensure there is no repetition of these mass faintings," said Cambodian Commerce Minister Cham Prasidh at an annual buyers' forum in Phnom Penh in October. Charmaine Nuguid-Anden, a PUMA Safe auditor who attended the forum said that PUMA was committed to nailing down the reasons behind the fainting. "The reason why we are having this forum is that

we want to collectively figure out what exactly is going on," she said. After 49 workers fainted at a Cambodian footwear supplier of PUMA in July, we had arranged numerous improvements within the factory such as additional ventilation and lightning as well as medical check-up of all the workers. PUMA is now also providing breakfast and other meals at that supplier to improve the workers' nourishments.



*Lunch time at a PUMA supplier factory in China*

**PUMA ROCKS BAVARIAN STYLE**



*Sebastian Friedrich, International Event & Brand Center Manager, who organized the party, partied hard with his team.*

The highlight of this year's 360 Meeting - the Oktoberfest Party in Nuremberg in true and traditional Bavarian style - will be well remembered, according to sources familiar with the situation. That is - if they can remember. And this could indeed be a problem after 1200 litres of beer had been served between 9pm and 2am. It would have been possibly even more, if neighbours in the vicinity of the trendy culture spot in Nuremberg had not been deprived of their sleep and called the police who eventually shut the party down. So, this is what happens when 600 PUMA people from all around the world come together to celebrate a successful marketing meeting in national traditional costumes such as Dirndl and Lederhosen. Well done, guys!

**FUNNER, FAASTER, INDIA**

PUMA India brought its FAAS game to the swanky mall of Gurgaon, Delhi, where PUMA fans were given a taste of the FAAS 300 with live demos. They ran against time to beat their own speed records tasting glory like Bolt himself with the FAAS Test. The temperature soared when they were joined by Sonakshi, the Bollywood temptress in an all black PUMA Running gear and a reggae group grooved to some great Jamaican numbers entertaining the crowd.

[› Check out the event here](#)

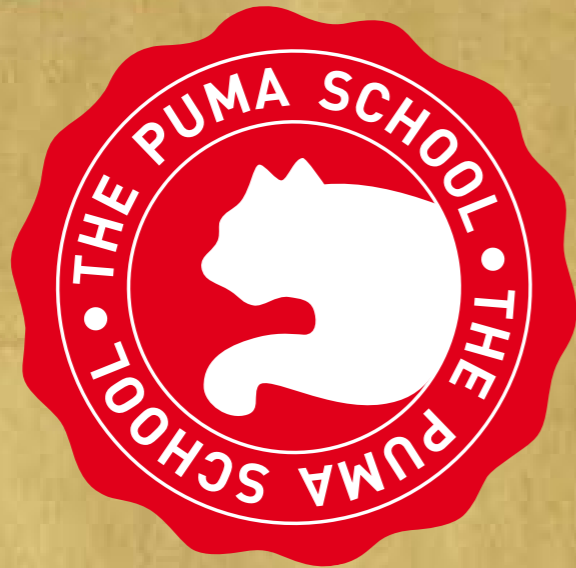
**PUMA HELPS VIETNAMESE FACTORIES TO BECOME MORE SUSTAINABLE**



*PUMA Footwear supplier factory in Vietnam*

PUMA has launched CONSERV, a 17-month long project to help increase resource efficiency and waste management in apparel and footwear factories in Vietnam - including PUMA suppliers. The project, which was launched in cooperation with DEG and ASSIST Asia, will support the factories to reduce green house gas emission, secure availability of natural resources and minimize the risks from wastes and pollution.

Industries in developing and transition countries like Vietnam have significant potential to reduce the material, energy and pollution intensity. This will also reduce the overall ecological footprint of CO2 emissions and water usage while at the same time improving productivity and competitiveness. CONSERV is one of the PUMA.Safe Ecology's capacity building projects that helps PUMA suppliers to enjoy the benefits of resource efficiency gains but also to help achieve PUMA's 2015 sustainability targets of a 25% reduction in energy and water consumption, CO2 emission and solid waste generation.



# WELCOME TO PUMA SCHOOL

Good Morning Class! Each month in this space, we will bring you lessons on a variety of subjects that we hope will be of great interest to you in your day to day work here at our lovely little company. We'll cover such diverse topics as our brand identity, our history, our major product propositions, our consumers, and our key brand messages. This month, we're bringing you the very latest Brand Video – which recently debuted at the AW'12 360 Merchandising Meeting. Set to an upbeat track written and performed by Boston's own Tijuana Sweetheart, the video covers highlights of the last few months of brand mayhem on the pitch, on the track and out on the town. Enjoy, and keep an eye out for next month's edition when we'll share an overview of PUMA CELL, our new performance communication platform, and give you details to sign up for our new Brand Community site. Class dismissed!

