PUMA AG Rudolf Dassler Sport

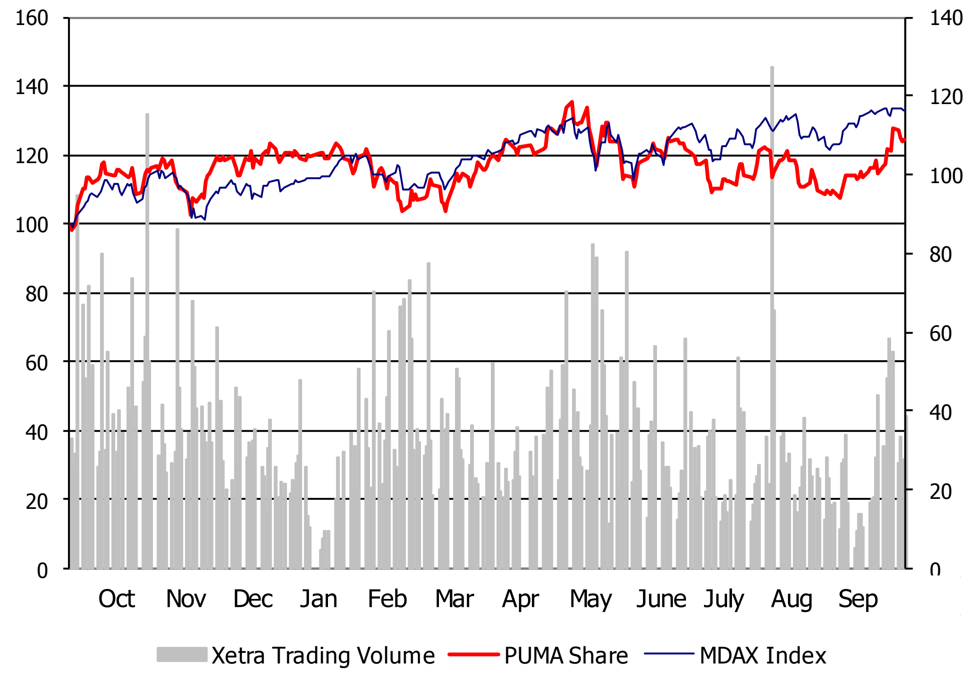
FINANCIAL REPORT

January - September of 2010

CONTENT

Development of the PUMA Share

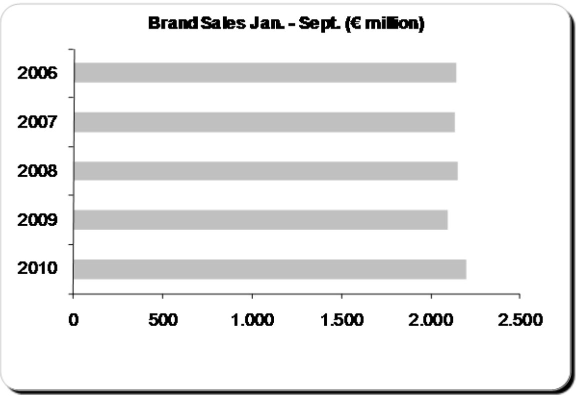
Rebased Development incl. Trading Volume (Xetra)

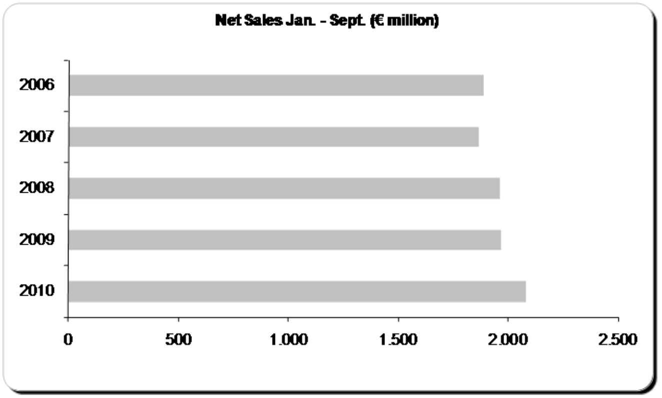


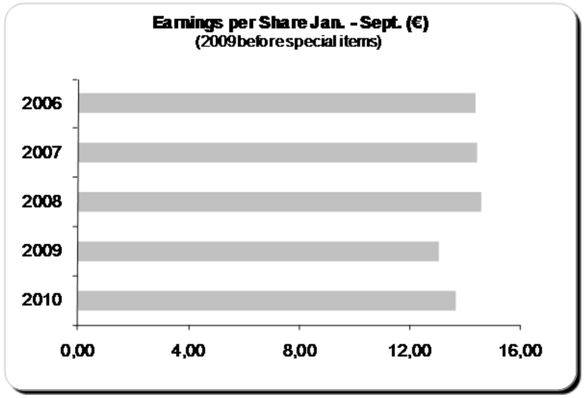
Financial Highlights	1-9/2010 € million	1-9/2009 € million	Devi-ation
Brand Sales	2.194,2	2.093,8	4,8%
Consolidated net sales	2.082,8	1.971,1	5,7%
Gross profit in %	50,8%	51,4%	
Operating result before special items	296,1	275,1	7,7%
Special items	0,0	-110,0	
Net earnings	205,5	112,0	83,5%
- in %	9,9%	5,7%	
Total assets	2.436,5	2.057,5	18,4%
Equity ratio in %	60,1%	59,1%	
Working capital	594,2	523,3	13,6%
Cashflow - gross	337,4	324,6	4,0%
Free cashflow (before acquisition)	46,4	145,1	-68,1%
Earnings per share before special items (in €)	13,65	13,01	4,9%
Earnings per share (in €)	13,65	7,42	84,0%
Cashflow - gross per share (in €)	22,42	21,52	4,2%
Free cashflow per share (in €) (before acquisition)	3,08	9,62	-68,0%
Share price at end of the period	242,00	226,55	6,8%
Market capitalization at end of the period	3.625,3	3.416,9	6,1%
Investments in tangible and intangible assets (excluding goodwill)	35,5	40,8	-13,0%

Jochen Zeitz, CEO:

"Unfortunately, the discovery of irregularities committed by our Greek Joint Venture Partner is casting a shadow on our solid financial performance in the quarter. However, we are pleased to see that PUMA's operational performance improved significantly in the third quarter as we post a strong rise in sales and operating results. We expect the sales outlook to further improve for the fourth quarter and as a result we raise our forecast of growth to mid to high single digits for the full year 2010. Looking further ahead, we are positive about our capabilities and game plan to execute and deliver on our new "Back on The Attack" Plan 2015 with a potential of reaching four billion Euros. We have prepared our organization and are aligning our processes accordingly to execute our new plan. We are confident and optimistic about the large opportunities to further tap into our brand's potential growth drivers that we will reveal today during our investor day presentations at the PUMAVision Headquarters in Herzogenaurach."







Management Report

General Economic Conditions

According to a publication by the Institute for the World Economy (“Institut für Weltwirtschaft”) in Kiel on September 9, 2010, the world economies continued to recover rapidly in the second quarter of 2010. However, in recent months, signs of an imminent slowdown of global growth output started to emerge, particularly in the US and China, the two largest economies in the world. Experts are assessing this current slowdown affecting the recovery as consequence of lacking temporary stimulative factors, namely, fiscal stimulus programs and the inventory cycle, rather than a return into recession mode.

Kiel Institute’s Indicator of World Economic Activities calculations are based on data from 41 countries, suggesting a slower economic growth in the third quarter, but the total figures contain deviating trends in individual countries.

Both the US, and even more so Japan, are showing a reduction in momentum and indicators signal a slower growth of economic activities in the Emerging Economies, too. However, there is an acceleration in the recovery expected in Europe and leading indicators point to a strong third quarter. Furthermore, economic dynamics in Germany are much stronger than in the rest of the Euro area, and while exports were booming, the domestic demand became the major driving force behind the recovery in Germany.

Strategy

With the objective of becoming "The Most Desirable and Sustainable Sportlifestyle Company”, PUMA's position as one of the few, true multi-category brands is to be strengthened and the opportunities offered by the sportlifestyle market are to be systematically exploited in all categories and regions. As a multi-category supplier, PUMA is active in categories and business fields/divisions that suit its unique brand positioning, and in which permanent value increases can be achieved for the company. PUMA is positioned as a sportlifestyle brand that takes pleasure in skilfully combining sports and lifestyle influences and which strives to contribute to a better world.

The above-mentioned brand positioning is to be supported by selectively expanding the existing product categories, by regional expansion, and by expansion with non-PUMA brands.

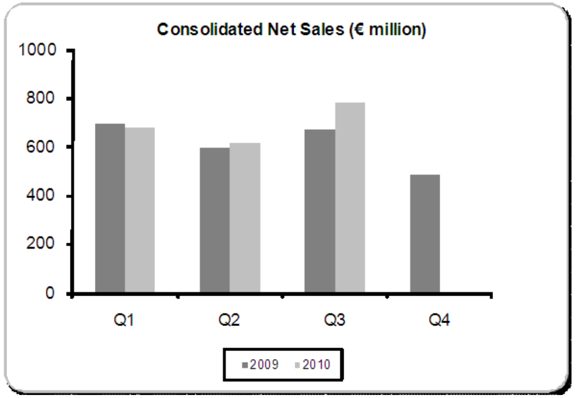
Sales and Earnings Development

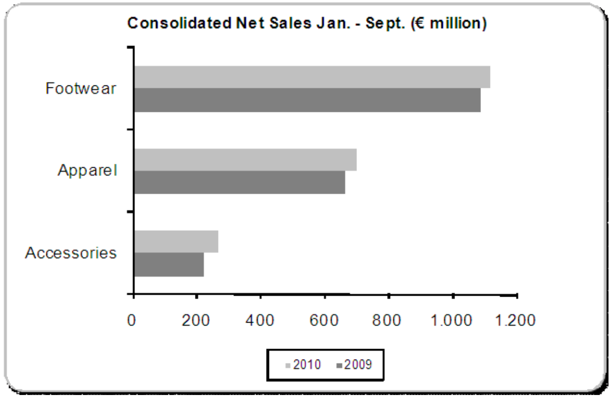
Global Brand Sales
Sales under the PUMA brand, which include consolidated and license sales, improved by 15.1% to € 828.6 million in the third quarter. In total, the quarter marked a very solid performance against the background of a still challenging global economic environment.

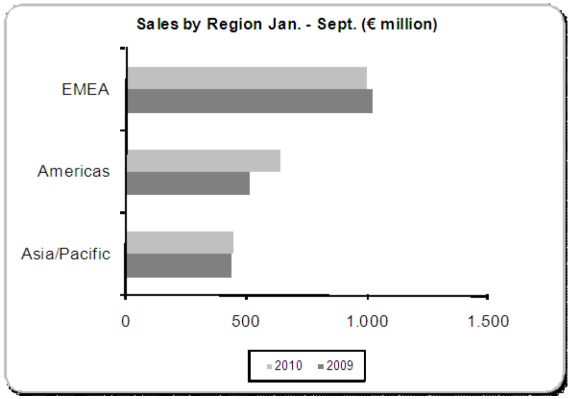
After nine months, global brand sales increased 4.8% and were close to € 2.2 billion despite a flat first half of the year.

Consolidated Sales
Currency-adjusted consolidated sales were up 6.5% to € 784.3 million in the quarter, which represents an increase of 16.5% in Euro terms. Footwear rose 6.0% currency-neutral to € 417.2 million, and Apparel sales improved by 1.3% to € 263.8 million. Accessories sales reported a significant improvement of 25.0% to € 103.3 million, which derives from organic growth as well as first time consolidations. In terms of regions, the Americas grew strongest with 26.7% currency-neutral while APAC advanced 1.4% currency-adjusted. EMEA softened slightly 1.1%.

After nine months, consolidated sales were up 5.7% in Euro terms and flat (-0.1%) currency-neutral at € 2,082.8 million. Despite a challenging market environment, sales in the Americas region jumped a strong 24.9 % with North- and Latin America reporting double-digit sales growth. Sales performance in the EMEA region was impacted by unfavorable market conditions in Southern and Eastern European countries and, therefore, posted a currency-adjusted decrease of 5.6%. Sales in Asia/Pacific were up 1.5% in reported terms but decreased 7.9% due to the strong fluctuations in currencies. In terms of segments, Footwear stood at € 1,117.2 million, representing a currency-neutral decline of 2.7% and Apparel sales softened slightly by 0.8% to € 699.2 million. Accessories sales, however, grew by 14.6% to € 266.4 million.







Sales by customers	Q3		growth rates		1-9		growth rates	
	2010	2009	Euro	currency adjusted	2010	2009	Euro	currency adjusted
Breakdown by regions								
EMEA	379,0	366,4	3,4%	-1,1%	998,3	1.020,8	-2,2%	-5,6%
Americas	236,7	165,4	43,0%	26,7%	639,6	512,1	24,9%	17,5%
Asia/Pacific	168,7	141,6	19,1%	1,4%	444,8	438,2	1,5%	-7,9%
Total	**784,3**	**673,4**	**16,5%**	**6,5%**	**2.082,8**	**1.971,1**	**5,7%**	**-0,1%**
Breakdown by product segments								
Footwear	417,2	358,7	16,3%	6,0%	1.117,2	1.085,8	2,9%	-2,7%
Apparel	263,8	238,1	10,8%	1,3%	699,2	664,3	5,2%	-0,8%
Accessories	103,3	76,6	34,8%	25,0%	266,4	221,0	20,5%	14,6%
Total	**784,3**	**673,4**	**16,5%**	**6,5%**	**2.082,8**	**1.971,1**	**5,7%**	**-0,1%**

Gross Profit Margin

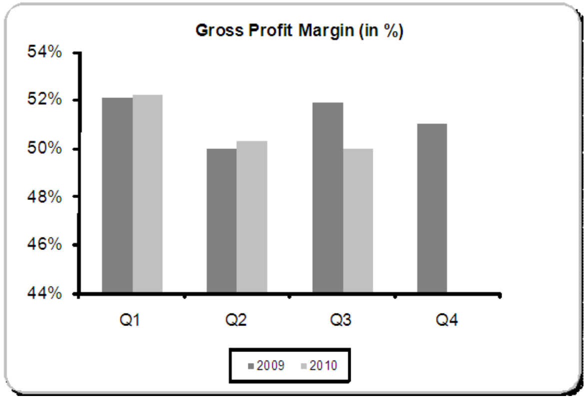
In the third quarter, PUMA's gross profit margin decreased by 180 basis points to 50%. The decline was caused by price sensitivities in the EMEA region as well as changes in the regional as well as product mix.

After nine months, the gross profit margin stood at 50.8% after 51.4% last year. PUMA's margin in Footwear remained flat at 50.2% while Apparel was at 51.6% after 52.2%. Accessories posted 51.1% compared to last year's 54.8%. This decrease stems from the impact of the newly acquired and integrated Cobra Golf business carrying a low margin as the former owner, Acushnet, provided sales services outside the US until end of August.

Operating Expenses

The OPEX increased by 10.4% to € 283.6 million in the quarter. This rise is caused by the extension of the scope of business after Cobra Golf was included as well as currency impacts. On a comparable basis, operating expenses were flat, which is reflected in an improved OPEX ratio of 36.2%.

In the first nine months, operating expenses rose by 3.1% to € 776.4 million, which translates into an improved cost ratio of 37.3% versus last year's 38.2%. The cost savings are a direct result of PUMA's restructuring and reengineering program, which will be finalized during the fourth quarter 2010.



EBIT
In the third quarter, PUMA's operating result before special items improved significantly by 15.3% to € 113.0 million versus € 98.0 million last year. As a percentage of sales, this translates into an operating margin of 14.4% compared to 14.5% last year.

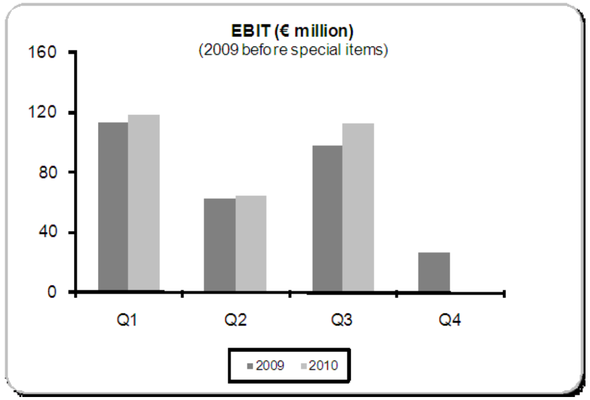
As of September 30th, 2010, the operating result before special items rose 7.7% from € 275.1 million to € 296.1 million. The operating margin stood at a solid 14.2% compared to 14.0% last year.

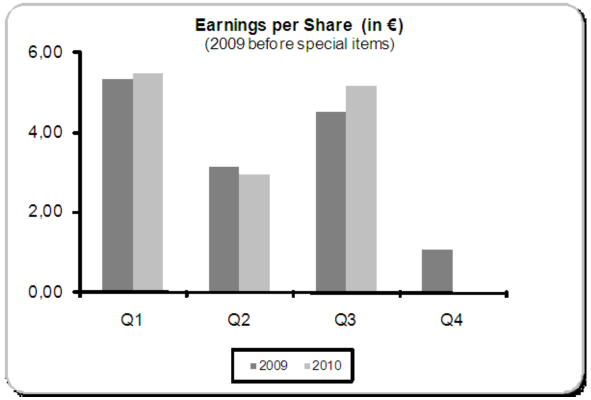
Financial Result/Income from Associated Companies
The financial result shows a negative € 1.9 million for the third quarter and was flat versus last year.

For the first nine months, the financial result improved from € -5.6 million to € -4.6 million, while € 0.5 million of income was generated by associated companies.

Net Earnings
In the third quarter, PUMA's pre-tax profit (EBT) improved by 15.7% to € 111.1 million after € 96.0 million. This led to an improvement in net earnings, which increased € 9.7 million or a strong 14.2% to € 77.6 million. Earnings per share went up to € 5.16 in the quarter compared to € 4.50 last year.

In the first nine months, earnings before tax stood at € 292.0 million versus € 159.4 million, an increase of 83.2%, while net earnings improved by 83.5% to € 205.5 million from € 112.0 million. Consequently, earnings per share jumped from € 7.42 to € 13.65. The operational tax ratio came in at 29.6% after being at 27.9% last year.





Net Assets and Financial Position

Equity
As of September 30, 2010, the balance sheet total climbed by 18.4% to € 2,436.5 million. This increase was mainly caused by the inclusion of Cobra Golf as well as currency effects. The equity ratio improved from 59.1% in the previous year to 60.1% this year.

Working Capital
In reporting terms, inventories grew by 27.1% to € 452.9 million while - on a comparable basis - inventories rose by 6.3% to support the expected sales increase in the upcoming quarter. Due to the increase in sales in the quarter, accounts receivables were up by 14.2% (4.7% on a comparable basis), reaching € 606 million. Working capital totaled € 594.2 million (ex acquisition € 518 million) compared to € 523.3 million last year.

Capex/Cashflow
The company invested € 35.5 million in the first nine months into property, plant and equipment versus € 40.8 million last year. An outflow of € 102.4 million (last year: € 75.8 million) is related to acquisitions.

The free cashflow before acquisitions reached € 46.4 million compared to € 145.1 million last year.

Cash Position
Total net cash position at the end of September increased to € 360.7 million from € 339.5 million last year, underlining PUMA's strong financial position.

Share Buyback
PUMA AG continued its share buyback program in the third quarter and, as of the reporting date, the company purchased 102,219 of its own shares. This equals 0.7% of the share capital and reflects an investment of € 23,4 million.

Outlook 2010

Global Economy

According to a publication by the Institute for the World Economy ("Institut für Weltwirtschaft") in Kiel on September 9, 2010, the reduction in global growth that is expected for the remainder of this year and in 2011 is going to be limited. Actual forecasts for the rate of increase in world gross domestic products ("GDP") indicate 4.7 % global growth in 2010, which is almost as high as in the years before the crisis. For 2011 there is expected a modest, but still solid growth of 3.6 %.

Although the world economic outlook has deteriorated during the summer months, a recession scenario is unlikely for the global economy as a whole as well as for the large economic areas individually. Because monetary policy remains steeply expansionary and policy rates are expected to be basically unchanged in all major currency areas. Therefore private consumption and capital formation are likely to be stimulated by low interest rates.

Concerning the industrial countries it is expected that the pace of economic expansion will decline, but real GDP should continue to rise. Output growth for the group of industrial countries is forecast to slow from 2.2 % in 2010 to 1.6 % in 2011. At the same time, inflation will slow down slightly, and unemployment will remain high.

Regarding the Euro area as a whole it is estimated that the recovery will slow down in winter because the impact of the stimulus programs will end and several countries will start to take austerity measures or start to intensify them.

Investments

Investments of between € 40 million and € 50 million are planned for 2010. Of these, the major part is attributable to infrastructure investments and selective investments in retail trade operations.

Outlook Full Year 2010

The second half of the year continues to show solid sales growth which should more than offset the flat performance in the first half of the year. Therefore, management now expects full year consolidated sales to grow at a mid to high single digit rate. Considering slight changes in the gross margin, operating result before special items should improve compared to last year.

Balance Sheet	Sept. 30,'10 € million	Sept. 30,'09 € million	Deviation	Dec. 31,'09 € million
ASSETS				
Cash and cash equivalents	417,9	376,9	10,9%	485,6
Inventories	452,9	356,4	27,1%	348,5
Trade receivables	606,0	530,7	14,2%	397,8
Other current assets (Working Capital)	158,9	113,5	40,0%	125,6
Other current assets	3,7	5,5	-33,7%	1,7
Current assets	**1.639,4**	**1.383,1**	18,5%	**1.359,2**
Deferred taxes	66,6	109,1	-39,0%	67,7
Other non-current assets	730,6	565,3	29,2%	587,2
Non-current assets	**797,2**	**674,4**	18,2%	**654,9**
	2.436,5	**2.057,5**	18,4%	**2.014,1**
LIABILITIES AND SHAREHOLDERS' EQUITY				
Current bank liabilities	57,2	37,4	52,7%	36,8
Trade liabilities	372,6	257,5	44,7%	262,1
Other current liabilities (Working Capital)	250,9	219,8	14,2%	257,0
Other current liabilities	95,9	147,5	-35,0%	64,1
Current liabilities	**776,7**	**662,3**	17,3%	**620,0**
Deferred taxes	45,9	26,5	73,2%	4,4
Pension provisions	24,6	20,6	19,4%	25,2
Other non-current liabilities	125,5	132,3	-5,2%	124,6
Non-current liabilities	**195,9**	**179,4**	9,2%	**154,2**
Shareholders' equity	**1.464,0**	**1.215,8**	20,4%	**1.239,8**
	2.436,5	**2.057,5**	18,4%	**2.014,1**

Income Statement	Q3/2010 € million	Q3/2009 € million	Deviation	1-9/2010 € million	1-9/2009 € million	Deviation
Sales	**784,3**	**673,4**	16,5%	**2.082,8**	**1.971,1**	5,7%
Cost of sales	-391,8	-323,9	20,9%	-1.024,3	-958,5	6,9%
Gross profit	**392,5**	**349,5**	12,3%	**1.058,5**	**1.012,6**	4,5%
- in % of consolidated sales	50,0%	51,9%		50,8%	51,4%	
Royalty and commission income	4,0	5,4	-24,8%	14,0	15,6	-9,8%
	396,6	354,8	11,8%	1.072,5	1.028,2	4,3%
Other operating income and expenses	-283,6	-256,9	10,4%	-776,4	-753,1	3,1%
Operational result before special items	113,0	98,0	15,3%	296,1	275,1	7,7%
Special items	0,0	0,0		0,0	-110,0	
EBIT	113,0	98,0	15,3%	296,1	165,1	79,4%
- in % of consolidated sales	14,4%	14,5%		14,2%	8,4%	
Financial result	-1,9	-1,9	1,0%	-4,6	-5,6	18,4%
Income from associated companies	0,0	0,0		0,5	0,0	
EBT	111,1	96,0	15,7%	292,0	159,4	83,2%
- in % of consolidated sales	14,2%	14,3%		14,0%	8,1%	
Taxes on income	-33,4	-29,1	14,8%	-86,4	-49,4	75,1%
- Tax rate	30,1%	30,3%		29,6%	31,0%	
Net earnings attributable to minority interest	-0,1	1,0	-105,8%	-0,1	1,9	-105,3%
Net earnings	**77,6**	**67,9**	**14,2%**	**205,5**	**112,0**	**83,5%**
Earnings per share (€)	**5,16**	**4,50**		**13,65**	**7,42**	
Earnings per share (€) - diluted	**5,13**	**4,50**		**13,57**	**7,42**	
Weighted average shares outstanding	15,047	15,082	-0,2%	15,047	15,082	-0,2%
Weighted average shares outstanding - diluted	15,138	15,087	0,3%	15,138	15,087	0,3%

Statement of Comprehensive Income		After tax	Tax impact	Before tax	After tax	Tax impact	Before tax
		2010	2010	2010	2009	2009	2009
		€ Mio.	€ Mio.	€ Mio.	€ Mio.	€ Mio.	€ Mio.
Net earnings before attribution		**205,6**		**205,6**	**110,1**		**110,1**
Unrecognized net actuarial gain/loss		0,0		0,0	0,0		0,0
Currency changes		61,2		61,2	-9,5		-9,5
Neutral effects hedge accounting		2,1	-1,0	3,0	-24,4	10,0	-34,3
Other result		**63,2**	**-1,0**	**64,2**	**-33,9**	**10,0**	**-43,9**
Comprehensive income		**268,8**	**-1,0**	**269,8**	**76,1**	**10,0**	**66,2**
attributable to:	Minorities	0,1		0,1	-1,6		-1,6
	Equity holder of the parent	268,7	-1,0	269,6	77,8	10,0	67,8

Cashflow Statement	1-9/2010 € million	1-9/2009 € million	Devi-ation
EBT	**292,0**	**159,4**	
Depreciation	40,8	44,7	-8,6%
Special Items	0,0	110,0	-100,0%
Non cash effected expenses and income	4,6	10,5	
Cashflow - gross	**337,4**	**324,6**	**4,0%**
Change in net working capital	-204,8	-63,8	221,2%
Taxes, interests and other payments	-56,9	-80,4	-29,3%
Cashflow from operating activities	**75,7**	**180,4**	**-58,0%**
Payments for acquisitions	-102,4	-75,8	35,2%
Purchase of property and equipment	-35,5	-40,8	-13,0%
Interest received and others	6,1	5,6	9,5%
Cashflow from investing activities	**-131,8**	**-111,0**	**18,8%**
Free Cashflow	**-56,1**	**69,4**	**-180,8%**
Free Cashflow (before acquisition)	**46,4**	**145,1**	**-68,1%**
Dividend payments	-27,1	-41,5	-34,5%
Purchase of own shares	-23,4	0,0	0,0%
Other changes	17,6	-22,1	-179,4%
Cashflow from financing activities	**-32,9**	**-63,6**	**-48,2%**
Effect on exchange rates on cash	23,3	-3,8	-707,7%
Impact of translation adjustments	-2,0	0,0	
Change in cash and cash equivalents	**-67,7**	**1,9**	**-3617,4%**
Cash and cash equivalents at beginning of financial year	485,6	375,0	29,5%
Cash and cash equivalents end of the period	**417,9**	**376,9**	**10,9%**

Changes in Equity € million	Subscribed capital	Group reserves: Capital reserve	Group reserves: Revenue reserves	Group reserves: Difference from currency conversion	Group reserves: Cashflow hedges	Consolidated profit/net income for the year	Treasury stock	Total Equity before Minorities	Minorities	Total Equity
Dec. 31, 2008	**41,0**	**185,5**	**69,5**	**-92,0**	**11,1**	**1.175,6**	**-216,1**	**1.174,7**	**2,5**	**1.177,2**
Dividend payment						-41,5		**-41,5**		**-41,5**
Currency changes				-9,8				**-9,8**	0,3	**-9,5**
Net effect on cashflow hedges, net of taxes					-24,4			**-24,4**		**-24,4**
Value of employees services		3,9						**3,9**		**3,9**
Consolidated profit						112,0		**112,0**	-1,9	**110,1**
Reduction of subscribed capital due to cancellation of own shares	-2,4					-213,7	216,1	**0,0**		**0,0**
Sept. 30, 2009	**38,6**	**189,5**	**69,5**	**-101,8**	**-13,2**	**1.032,4**	**0,0**	**1.214,9**	**0,8**	**1.215,8**
Dec. 31, 2009	**38,6**	**190,6**	**69,5**	**-91,3**	**-13,6**	**1.045,8**	**0,0**	**1.239,7**	**0,1**	**1.239,8**
Dividend payment						-27,1		**-27,1**		**-27,1**
Currency changes				61,1				**61,1**	0,0	**61,2**
Net effect on cashflow hedges, net of taxes					2,1			**2,1**		**2,1**
Value of employees services		5,8						**5,8**		**5,8**
Consolidated profit						205,5		**205,5**	0,1	**205,6**
Purchase of treasury stock							-23,4	**-23,4**		**-23,4**
Issue of treasury stock							0,0	**0,0**		**0,0**
Sept. 30, 2010	**38,6**	**196,4**	**69,5**	**-30,1**	**-11,5**	**1.224,1**	**-23,3**	**1.463,7**	**0,3**	**1.464,0**

Operating Segments Q3/2010

Regions

	External Sales		EBIT		Investments	
	Q3/2010 € million	Q3/2009 € million	Q3/2010 € million	Q3/2009 € million	Q3/2010 € million	Q3/2009 € million
EMEA	**361,4**	349,1	**28,4**	46,8	**4,9**	10,8
Americas	**228,5**	164,7	**27,9**	16,0	**5,3**	1,9
Asia/Pacific	**151,6**	131,2	**14,8**	12,3	**1,5**	0,8
Central units/consolidation	**42,8**	28,5	**41,9**	22,8	**50,1**	0,4
Special items	**0,0**	0,0	**0,0**	0,0	**0,0**	0,0
Total	**784,3**	673,4	**113,0**	98,0	**61,7**	13,8

	Depreciation	
	Q3/2010 € million	Q3/2009 € million
EMEA	**4,9**	5,4
Americas	**3,6**	3,7
Asia/Pacific	**2,1**	1,7
Central units/consolidation	**3,6**	2,8
Total	**14,2**	13,7

Product

	External Sales		Gross Profit Margin	
	Q3/2010 € million	Q3/2009 € million	Q3/2010 € million	Q3/2009 € million
Footwear	**417,2**	358,7	**49,7%**	51,2%
Apparel	**263,8**	238,1	**50,0%**	52,0%
Accessories	**103,3**	76,6	**51,8%**	54,6%
Total	**784,3**	673,4	**50,0%**	51,9%

	Q3/2010 € Mio.	Q3/2009 € Mio.
EBIT	**113,0**	98,0
Financial Result	**-1,9**	-1,9
Income from Associated Companies	**0,0**	0,0
EBT	**111,1**	96,0

PUMA

Operating Segments 1-9/2010

Regions

	External Sales		EBIT		Investments	
	1-9/2010 € million	1-9/2009 € million	1-9/2010 € million	1-9/2009 € million	1-9/2010 € million	1-9/2009 € million
EMEA	944,0	965,4	88,3	112,9	28,1	28,5
Americas	616,6	509,3	68,8	39,7	9,6	5,8
Asia/Pacific	405,8	417,7	26,8	34,3	4,2	3,1
Central units/consolidation	116,4	78,7	112,2	88,1	140,0	143,4
Special items	0,0	0,0	0,0	-110,0	0,0	0,0
Total	2.082,8	1.971,1	296,1	165,1	181,9	180,8

	Depreciation		Inventories		Trade Receivables	
	1-9/2010 € million	1-9/2009 € million	1-9/2010 € million	1-9/2009 € million	1-9/2010 € million	1-9/2009 € million
EMEA	15,0	16,6	215,8	186,2	341,1	303,3
Americas	10,7	12,3	131,9	108,2	137,8	105,0
Asia/Pacific	5,9	5,6	92,2	82,3	95,6	91,6
Central units/consolidation	9,2	10,3	13,0	-20,3	31,6	30,8
Total	40,8	44,7	452,9	356,4	606,0	530,7

Product

	External Sales		Gross Profit Margin	
	1-9/2010 € million	1-9/2009 € million	1-9/2010 € million	1-9/2009 € million
Footwear	1.117,2	1.085,8	50,2%	50,2%
Apparel	699,2	664,3	51,6%	52,2%
Accessories	266,4	221,0	51,1%	54,8%
Total	2.082,8	1.971,1	50,8%	51,4%

	1-9/2010 € Mio.	1-9/2009 € Mio.
EBIT	296,1	165,1
Financial Result	-4,6	-5,6
Income from Associated Companies	0,5	0,0
EBT	292,0	159,4

Notes to the Financial Report for the First Nine Months of 2010

GENERAL REMARKS

Under the "PUMA" brand name, PUMA Aktiengesellschaft Rudolf Dassler Sport (hereinafter "PUMA AG") and its subsidiaries are engaged in the development and sales of a broad range of sport and sportlifestyle products including footwear, apparel and accessories. The company is a joint stock company under German law, with registered head office in Herzogenaurach, Federal Republic of Germany; its responsible court of registration is at Fürth (Bavaria).

PUMA is an affiliated company of the PPR Group and will be consolidated in the consolidated financial statements of PPR.

ACCOUNTING STANDARDS

The unaudited financial report of PUMA AG and its subsidiaries (which together form the PUMA group) was prepared according to IAS 34 "Interim Financial Reporting" and should be read in connection with the annual financial statements as of December 31, 2009. The consolidated financial statements details contained therein apply to the financial reports for 2010, unless changes have been explicitly referred to.

The financial report corresponds to all committing standards and interpretations applied and explained in the annual financial statements as of December 31, 2009.

This financial report is partly based on assumptions and estimates which have an impact on the amounts and on the breakdown of the reported assets and liabilities as well as of the revenues and expenses. The actual values may, in some exceptional cases, differ from these assumptions and estimates at a later date. The corresponding changes if and when they occur will be considered as soon as the findings are revised.

CONSOLIDATED GROUP

Effective from April 16, 2010 PUMA has acquired 100 percent of the golf equipment brand Cobra Golf from Acushnet Company, the golf business of Fortune Brands, Inc., as part of an asset and share deal. The acquisition includes the Cobra brand as well as related inventory, intellectual property and endorsement contracts.

The acquisition-date fair value of the total consideration transferred amounted to € 80.7 million and comprised € 68.1 million cash and a contingent consideration agreement, depending on Cobra's sales in 2010 and 2011, that requires PUMA to pay the former owner up to a maximum amount of € 15.0 million (undiscounted). The fair value of the contingent consideration agreement was calculated at € 12.6 million.

The effect of the acquisition on the Group's assets and liabilities is shown in the table below. Assets and liabilities of the foreign entity and any fair value adjustments to the carrying amounts of assets and liabilities are translated at exchange rates prevailing at the date of the initial consolidation.

Acquisition of Cobra Golf (€ million)	Carrying amounts prior to acquisition	Adjust-ment to fair value	Recognised values on acquisition
Current assets	15.8	0.6	16.4
Non-current assets	0.1	112.6	112.7
Liabilities	1.0	49.9	50.9

Non-current assets mainly comprise the trademarks of Cobra Golf and liabilities mainly include deferred taxes. The acquisition did not include any receivables.

The goodwill arising on this acquisition amounted to € 2.5 million. The goodwill was calculated as excess of the acquisition costs paid versus the net amounts of the fair values of the assets acquired and the liabilities assumed. It represents the intangible assets which were not separable when conducting the purchase price allocation. The goodwill recognized will not be deductible for income tax purposes.

Based on the fact that Acushnet, the former owner of Cobra Golf, provided sales services outside the US until end of August 2010, a statement regarding sales and net earnings of Cobra Golf would support a misleading interpretation.

Effective on April 8, 2010 PUMA acquired 20.1% of the shares of Wilderness Holdings Limited for a purchase price of € 21,8 million and considered the company at equity. Wilderness Holdings Limited, a company operating out of Botswana and South Africa, is the leading ecotourism and conservation company in southern Africa, operating under the premise that it is building sustainable economies through experience-based tourism that contributes to both biodiversity conservation and development of rural communities.

In 2010 PUMA Sports Spain SL was established.

With the third quarter the companies have been consolidated accordingly.

SEASONAL VARIANCE

The group's sales fluctuate with the seasons. Consequently, the sales and resulting earnings vary in the course of a year. Normally, sales and operational earnings reach their peak in the first and third quarter while the second and fourth quarter may be characterized by lower levels.

EMPLOYEES

	2010	2009
Number of employees at the beginning of the period	9,646	10,069
Number of employees at the end of the period	9,322	9,502
Average number of employees	9,216	9,772

EARNINGS PER SHARE

Earnings per share are calculated according to IAS 33 by dividing the result for the period by the weighted average number of outstanding shares. The repurchased shares reduced the number of outstanding shares as well as diluted number of shares. In principle, outstanding stock options from the Management Incentive Program can result to a dilution of earnings per share.

	2010	2009
Earnings per share	€ 13.65	€ 7.42
Diluted earnings per share	€ 13.57	€ 7.42

DIVIDEND

According to the Annual Shareholders' Meeting on April 20, 2010, a dividend of € 1.80 per share was approved for the fiscal year 2009. The dividend totaled € 27.1 million and was paid to the shareholders beginning on April 21, 2010.

SHAREHOLDERS’ EQUITY

Subscribed Capital
As of balance sheet date the subscribed capital amounted to € 38.6 million, divided into 15,082,464 no par value shares.

SAPARDIS S.A., a fully-owned subsidiary of PPR S.A., Paris, holds currently 71.1% of the subscribed capital (corresponding to 71.6% of shares outstanding). Furthermore, the Company is aware of the fact that BlackRock Inc. , Invesco Limited and Bear Sterns Int. Ltd. have exceeded the threshold of 3% as well as Morgan Stanley the threshold of 5%.

Treasury Stock
The resolution adopted by the Annual General Meeting on April 20, 2010 authorized the company to purchase until April 19, 2015 its own shares to a value of up to ten percent of the share capital. This approval replaces the approval given at the Annual General Meeting on May 13, 2009.

The company added 102,219 shares to the treasury stock during the first nine months, which corresponded to an investment of € 23.4 million.

During the 3rd quarter stock options concerning 188 shares have been executed by management.

At the end of September, the company held a total of 102,031 shares. This represents 0.7% of the total subscribed capital.

Development Number of Shares

	2010	**2009**
Number of shares at the beginning of the period	**15,082,464**	**16,032,464**
Cancelled own shares	0	-950,0000
Number of shares at the end of the period/subscribed capital	**15,082,464**	**15,082,464**
Thereof own shares/treasury stocks	-102,219	0
Conversion of Management Incentives (issue of treasury stock)	188	0
Shares outstanding at the end of the period	**14,980,433**	**15,082,464**
Weighted average number of shares, outstanding	**15,047,491**	**15,082,464**
Diluted number of shares	15,137,608	15,086,568

Authorized Capital
The resolution adopted by the Annual General Meeting on April 11, 2007 authorized the Management Board to increase until April 10, 2012 the share capital of the company, with the consent of the Supervisory Board as follows:

- by issuing, on one or more occasions, new, no par value, bearer shares against cash contributions by up to € 7,500,000.00. The shareholders are basically entitled to have a pre-emptive right (Authorized Capital I).

- by issuing, on one or more occasions, new, no par value, bearer shares against cash or non-cash contributions by up to € 7,500,000.00. The pre-emptive right can be excluded in whole or in part (Authorized Capital II).

Conditional Capital
Pursuant to Article 4, Item 2 of the Articles of Association, conditional capital was created in 2001. This conditional capital lapsed in financial year 2009.
In accordance with a resolution passed by the Annual General Meeting of April 22, 2008, the share capital can be increased by up to € 1.5 million through issuance of up to 600,000 new shares of stock. The conditional capital may be used exclusively for the purpose of granting subscription rights (stock options) to members of the Board of Management and other executive staff of the Company and subordinate affiliated companies.

Management Incentive Program
PUMA implements share-based remuneration systems in the form of stock option programs (SOP) and stock appreciation rights (SAR) with a view to providing long term incentive effects and thus retaining management staff in the company over the long term.

From option programs issued in previous years 191,000 virtual options from the SAR program were outstanding at the end of the reporting period. For further explanations concerning the respective programs please refer to the Annual Report 2009.

At the shareholders’ meeting held on 22 April 2008, a new stock option program (SOP) was resolved upon in the form of a “Performance Share Program”. To this end, conditional capital was created and the Supervisory Board or the Management Board, respectively, were authorised to issue subscription rights to Board members and other executive staff of the Company and to subordinated affiliated companies up to the end of a period of five years (following entry of the Conditional Capital in the Commercial Register), but at least, however, until the end of a three month period following the ordinary shareholders’ meeting in the year 2013.

As far as Management Board members are concerned, the responsibility lies exclusively with the Supervisory Board. In all, up to 1,200,000 subscription rights (thereof, up to 65% attributable to the Board) may be issued. The subscription rights may be issued within the subscription period in annual tranches of a maximum of 30% of the total volume, whereby the first tranche was issued with a total of 113,000 subscription rights as of July 21, 2008, the second tranche was issued with a total of 139,002 subscription rights as of April 14, 2009 and the third tranche was issued at April 22, 2010 with a total of 126,184 subscription rights.

The subscription rights issued are to run over a five-year term and should be exercised after a period of two years at the earliest, provided however, that the PUMA share price achieved an increase of at least 20%. In contrast to traditional stock option programs, participants are not entitled to acquire shares at a certain preferred price. Instead, provided that performance targets are met, Management is granted the same value in shares rather than a cash bonus.

The authorisation also involves a provision that the Supervisory Board, in keeping with the recommendations of the Corporate Governance Code, can limit the content and volume of the subscription rights granted to Management Board members either fully or in part in the event of extraordinary, non-foreseeable developments. The Management Board may also use this possibility with respect to the other executive staff concerned.

SEGMENT REPORTING

Segment reporting is based on geographical regions in accordance with the internal reporting structure. Sales and gross profit are shown according to the geographical region where the respective Group company is located (head office). Intra-group sales are eliminated. Allocation of the remaining segment information is also determined on the basis of the respective Group company's head office. The sum totals equal the amounts on the income statement or on the balance sheet, respectively.

SPAIN ARBITRATION RULING

As announced within the 2010 half-year year financial statements, PUMA AG has filed a cancellation recourse against the arbitration ruling regarding the PUMA trademark rights in Spain. As of the reporting date, legal council and advisers continue to believe that a favourable outcome in this case is more likely than not.

IRREGULARITIES COMMITTED BY GREEK JOINT VENTURE PARTNER

As already mentioned in our ad hoc release on October 25, 2010, irregularities were discovered at PUMA's Joint Venture 'PUMA Hellas S.A.' in Greece, which will affect PUMA's consolidated financial statements for the full year 2010 and require a restatement of the 2009 figures in the 2010 statements. All necessary measures have been initiated and are on-going. For further information and details please refer to the ad hoc release of Monday, October 25, 2010, on www.about.puma.com

PUMA takes over full control of Business in China as of January 1, 2011

PUMA AG will acquire the remaining 49% of the shares of its long-term Chinese joint venture Liberty China Holding Ltd, effective January 1, 2011, to be in full control of its business activities in China and Hong Kong. Liberty has been a Joint Venture between PUMA and Swire Resources Ltd., of which PUMA has owned 51%. Under the Liberty holding, PUMA China Ltd. and PUMA Hong Kong Ltd. have been responsible for the distribution of PUMA products in China for several years and will continue to do so.
Through the full take over, PUMA's position in China will be further strengthened and maximized, making sure that the Sportlifestyle Company taps into the enormous potential that the largest market in Asia offers. PUMA will be in sole charge of driving its growth strategy to capture all opportunities on the Chinese market as part of PUMA's five-year growth strategy. The impact on the consolidated financial statements will be insignificant, as the joint venture had already been consolidated within PUMA AG at 100% since its inception.

EVENTS AFTER THE BALANCE SHEET DATE

Several group companies are undergoing tax audits. Additional tax payments as a result of such audits can currently not be quantified.

No further events occurred after the balance sheet date which may affect the financial situation and earnings position as of September 30, 2010.

Herzogenaurach, October 26, 2010

The Board of Management

Board of Management

Jochen Zeitz
Chairman and CEO

Melody Harris-Jensbach
Deputy CEO
(Chief Product Officer)

Klaus Bauer
(Chief Operating Officer)

Stefano Caroti
(Chief Commercial Officer)

Reiner Seiz
(Chief Supply Chain Officer)
Deputy Member of the Board of Management

Antonio Bertone
(Chief Marketing Officer)
Deputy Member of the Board of Management

Supervisory Board

François-Henri Pinault
Chairman

Thore Ohlsson
Deputy Chairman

Jean-François Palus

Grégoire Amigues

Erwin Hildel
Employees' Representative

Oliver Burkhardt
Employees' Representative

Financial Calendar FY 2010

February 17, 2010	Financial Results FY 2009
April 20, 2010	Annual Shareholders' Meeting
April 28, 2010	Financial Results Q1/2010 Press- and Analyst-Conference Call
July 29, 2010	Financial Results Q2/2010 Press- and Analyst-Conference Call
October 26, 2010	Financial Results Q3/2010 Press- and Analyst-Conference Call

The financial releases and other financial information are available on the Internet at „about.puma.com".

Published by:

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PUMA® is the global athletic brand that successfully fuses influences from sport, lifestyle and fashion.
PUMA's unique industry perspective delivers the unexpected in sportlifestyle footwear, apparel and accessories, through technical innovation and revolutionary design.
Established in Herzogenaurach, Germany in 1948, PUMA distributes products in over 80 countries.
For further information please visit www.puma.com