

THIS IS PUMA

NEWSROOM

INVESTOR RELATIONS


INNOVATION

CAREERS

DIVERSITY

STORES

ENGLISH



STAYING ON TARGET

How to keep track of all of PUMA's 10FOR25 targets? By knowing where we started and where we need to go.

01. HUMAN RIGHTS

Embedding human rights and compliance to ILO Core Conventions in all our operations and suppliers. Making a positive impact on communities where PUMA is present. **Status:** On track.



BASELINE

2019

- FLA Re-Accreditation of PUMAs compliance program achieved
- 475 audits conducted in 418 Factories
- 94% of audits with passing grade
- Worker complaints hotline in operation. 61 complaints received and resolved.
- 21.000 hours of community



PERFORMANCE

2021

- Pilot of train of the trainer session conducted Pilot to upload Better Work video in MicroBenefit platform
- T2 mapping completed
- 39,000 hours



TARGET

2025

- Train 100,000 direct and indirect staff members on women's empowerment
- Map subcontractors and T2 suppliers for Human Rights risks
- 25,000 hours of global community engagement per year

engagement

02. CLIMATE

Taking a leading role in Climate Action within our industry and implementing our existing science-based greenhouse gas emission reduction target. **Status:** On track.



BASELINE

2019

- Science Based Carbon Emissions Target set, approved and published:
- 35% absolute emission reduction for PUMAs own entities between 2017 and 2030
- 60% relative emission reduction for PUMA supply chain between 2017 and 2030
- 75% of PUMAs own electricity use from renewable sources (through renewable energy tariffs or RECs certificates)
- Core suppliers in Bangladesh and Vietnam engaged in energy efficiency programs
- Leading role in UN convened Fashion Charter on Climate Action
- Joined Fashion Pacts climate commitment



PERFORMANCE

2021

- Committed to upgraded Fashion Industry Charter on Climate Action
- 100% renewable electricity used for PUMA entities (including RECs)
- 5% for T1 (finished goods)
5% for T2 (materials) (including RECs)




TARGET

2025

- Align PUMA's Climate target with 1.5 degrees global warming scenario
- 100% renewable electricity for PUMA entities
- 25% renewable energy for core suppliers



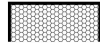
03. CIRCULARITY

Moving toward a more circular business model. **Status:** New target.

		
BASELINE	PERFORMANCE	TARGET
2019	2021	2025
<ul style="list-style-type: none">■ Recycled polyester target set (75%)■ Recycled cotton research started■ Piloted product take back scheme in Hong Kong■ Waste KPIs collected from core suppliers	<ul style="list-style-type: none">■ Pilot take back scheme, Hong Kong take back scheme on going since 2019■ -19% waste to landfill per footwear pair■ -9% waste to landfill per apparel piece■ Recycled cotton and leather rused in PUMA ReGen collection	<ul style="list-style-type: none">■ Build, setup or join product takeback schemes in major markets■ Reduce production waste to landfill by 50%■ Develop recycled material options for leather, rubber, cotton and PU




04. PRODUCTS

Ensuring 90% of our products contain more sustainable materials and components. **Status:** New target.

		
BASELINE	PERFORMANCE	TARGET
2019	2021	2025
<ul style="list-style-type: none">■ 82 % of cotton used originating from more sustainable sources■ 98% of polyester used in apparel and accessories originating from certified sources (bluesign and Oeko-Tex)■ 98% of leather used originating from Leather Working Group medal rated tanneries	<ul style="list-style-type: none">■ 99% cotton■ 80% polyester■ 99.9% leather■ 100% down■ 48% recycled polyester for Apparel and Accessories■ 67% Apparel styles■ 30% Accessories styles■ 52% Footwear styles	<ul style="list-style-type: none">■ Procure 100% cotton, polyester, leather, and down from certified sources■ Increase recycled polyester use to 75% (apparel & accessories)■ 90% of apparel and accessories classified as more sustainable■ 90% of all footwear contains at least one more sustainable component

05. CHEMICALS

Zero discharge of all hazardous chemicals from our supply chain. **Status:** On track.

 BASELINE 2019	 PERFORMANCE 2021	 TARGET 2025
<ul style="list-style-type: none">No intentional use of priority hazardous chemicalsPolyfluorinated compounds (PFC) phased outRestricted Substance List (RSL) failure rate at 1.1%Volatile Organic Compound (VOC) index for footwear 15.6g / pair	<ul style="list-style-type: none">No product recall from the marketRSL compliance rate of 98,4%VOC index at 13.6 g/pair	<ul style="list-style-type: none">Ensure 100% of PUMA products are safe to useMaintain RSL compliance rate above 90% (Target changed since 2020)Reduce organic solvent usage to under 10 gr/pair

” PUMA’s 10FOR25 targets cover a **wide range of sustainability topics** including Human Rights, Climate Action, Circular Economy, and Plastic Pollution in the Ocean. Our targets are aligned with the United Nations Sustainable development goals and ensure that PUMA works on **making its core business more sustainable.**



STEFAN SEIDEL HEAD OF CORPORATE SUSTAINABILITY

Photo Credits: Christoph Maderer/ PUMA

06. PLASTICS AND THE OCEAN

Joining forces on reducing plastic pollution.

Status: New target.

BASELINE

2019

- Joined Microfiber Consortium
- Eliminated plastic bags from full prize stores
- Moved remaining plastic bags to 80% recycled content
- Started using recycled polyester again for selected collections

PERFORMANCE

2021

- 50% reduction compared to 2020 (189 tons)
- Engaged TMC on 2030 roadmap, wastewater & biodegradable guidelines development. 17 shedding tests conducted
- Launch RE:Suede as a test for biodegradability

TARGET

2025

- Eliminate plastic bags from PUMA Stores
- Support scientific research on microfibers
- Research biodegradable plastics options for products

07. WATER & AIR

Meet industry good practice on wastewater quality and air emissions to 90% for PUMA core suppliers. **Status:** Wastewater on track, air emissions pending.

BASELINE

2019

- ZDHC wastewater guideline tests at 70 suppliers with wet processing
- 16 out of 17 wastewater parameters with compliance rates over 90%
- Industry Standard on Air Emissions still in development

PERFORMANCE

2021

- 93.2% compliance (at parameter level)
- Our Core T1 and T2 suppliers follow local regulations
- Textile: -4%
Leather: -11%
Apparel: -8%
Footwear: -21%

TARGET

2025

- 90% compliance with ZDHC Wastewater Guidelines
- 90% compliance with ZDHC Air Emissions Guidelines
- 15% water reduction per pair or piece based on 2020 baseline

08. BIODIVERSITY

Celebrating biodiversity by using certified and traceable materials. **Status:** New target.

BASELINE

2019

- 82% of cotton, 98% of leather and 100% of down feathers from certified sources
- 100% of paper and cardboard in product packaging from certified or recycled sources

PERFORMANCE

2021

- Not started yet
- 99% cotton
99.9% leather
38% viscose
- New Animal Welfare Policy published

TARGET

2025

- Support setting up a biodiversity SBT
- Procure 100% cotton, leather, and viscose from certified sources
- Zero use of exotic skins or hides

09. HEALTH & SAFETY

Reducing injury rates significantly to achieve zero fatal accidents and injury rates below industry average.

Status: On track.

BASELINE

2019

- Zero Fatal Accidents at PUMA and suppliers achieved
- Injury Rate for PUMA 0.4
- Injury Rate for Core Suppliers 0.5
- Member of Bangladesh Accord

PERFORMANCE

2021

- Zero fatal accidents at PUMA supplier and at PUMA
- 0.3 injury rate at PUMA suppliers
0.4 at PUMA
- Signed international ACCORD
Building safety assessments in Bangladesh, India and Pakistan

TARGET

2025

- Zero fatal accidents (PUMA and suppliers)
- Reduce accident rate to 0.5 (PUMA and suppliers)
- Building safety policy operational in all high-risk countries

10. FAIR WAGES

Mapping and improving wage practices in major sourcing countries. **Status:** New target.

BASELINE

2019

- Full minium wage compliance of our suppliers verified during our normal compliance audit routine
- Average wage data (in comparison to minium wage) published in Annual Reports
- Fair Wage analysis completed in Bangladesh and Cambodia with Fair Wage Network

PERFORMANCE

2021

- 3 out of 5 (Bangladesh, Cambodia, Indonesia)
- 35.4% Core T1 factories
- 96.7% Core T1 & T2 use digital payment

TARGET

2025

- Fair-wage assessments for the top 5 sourcing countries
- Effective and democratically elected worker representatives at all core suppliers
- Ensure bank transfer payments for all core suppliers



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