Exclusive Interview:

JOCHEN ZEITZ
ON HIS FUTURE PLANS

PUMA VISION
MAKING AN IMPACT

PUMA JOY
RACE OFF: ROSBERG VS AGÜERO

PUMA BUSINESS
BRANDON’S BIG GOAL
Exclusive Interview:

JOCHEN
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ON HIS FUTURE PLANS
We will face a few more bumps as we are transforming... let’s believe in ourselves!

Franz Koch

With this eventful year on the home straight and Christmas just around the corner, this week has been another very important one for PUMA. Tuesday’s Townhall Meeting offered the opportunity for us to refocus on where we stand and where we are headed as a brand and company. We are all aware that PUMA has had a tough year 2012 and that we will continue to face a few more bumps on the road in the seasons to come as we are transforming into an exciting future. During the Townhall Meeting as well as yesterday’s Staff Meeting hosted by the Works Council in Herzogenaurach, I provided you with further details on the implementation status of our Transformation Program and the full range of actions that not only aim to reduce the cost bases and increase efficiencies within the organization but also aim to turn up our brand heat and product desirability to re-connect with our target consumers. What’s really encouraging is that we have received great feedback on our 2013...
collections from our trade partners. This should make us proud and confident for the future. Remember: When the going gets tough, the tough get going... so let’s believe in ourselves and get it going!

There’s of course another reason why this week’s Townhall Meeting was a very special one indeed: It was Jochen’s last official PUMA event and a very suitable opportunity for Jean-François Palus to introduce himself to the PUMA family as Jochen’s successor as Chairman of the Administrative Board. For more than two decades, Jochen has built up and evolved our brand to one of the most successful within our industry and I am delighted that with Jean-François a very experienced executive with more than 5 years of insider knowledge about our brand takes over his position as of December to support us in writing the next chapter of the PUMA story.

It goes without saying that this issue’s Exclusive is dedicated to Jochen and features many highlights and anecdotes from his unparalleled PUMA career. But also check out a very informative piece on our Brandon company, which has ambitious growth plans to become one of the leading licensed and corporate merchandise companies in the world as well as many other entertaining news and stories from PUMAVision, Sports and Lifestyle. As promised I will send you another CATchup note prior to Christmas to keep you posted on the latest developments. Again, thank you for being part of the journey and enjoy CATching up!

Yours

I WILL KEEP YOU POSTED ON THE LATEST DEVELOPMENTS

WE'RE MOVING INTO AN EXCITING FUTURE
Big honour for the Fastest Man in the World, Usain Bolt! As part of their Men of the Year picks, GQ featured Usain, photographed in PUMA shorts, in one of the magazine’s most coveted issues of the year. It is his second appearance in the Men of the Year issue and Usain is the only athlete in this illustrious round of high profile men (and one woman) including Ben Affleck, Channing Tatum, Rihanna, Christopher Walken, Seth McFarlane, Philip Seymour Hoffman, Quentin Tarantino and NASA’s Mars Rover Team.

... Kamal Joshi, Assistant Planner PUMA INDIA. Congrats on winning last month’s Faas 350 S raffle. You’ll receive a pair of our award-winning running shoes. Also, many thanks to the numerous participants!

For 2011, 30 PUMA suppliers have published a separate Sustainability Report, which covers more than 50% of PUMA’s production. To demonstrate their commitment to sustainability within the framework of the Global Reporting Initiative (GRI), those suppliers who published reports last year in countries such as Turkey, South Africa, China, Cambodia, Malaysia and Vietnam have continued to do so again this year.

COBRA PUMA GOLF and celebrity John O’Hurley (known as J. Peterman on Seinfeld) released the first video in a three part series about COBRA’s famous and iconic Baffler. The first video features John discussing some of Mankind’s Greatest Achievements, ultimately presenting the COBRA Baffler, the mother of all great achievements.

You can watch the video and learn more about the Baffler at www.cobragolf.com/golfmadeeasy

John O’Hurley and CBS Present Golf Made Easy

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PUMA Suppliers Publish Their Own Sustainability Reports

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WHAT DOES YOUR FUTURE HOLD, Mr Zeitz?

After many years at PUMA’s helm, Jochen Zeitz has decided to leave his position as member and Chairman of the PUMA Administrative Board at the end of this month and move on to new things. CATch up asked him about his time at PUMA and his future plans.

Why did you choose to leave your operational roles?

After almost 20 years of being at the CEO-level in business, I decided that although the dedication and passion I have had professionally and to PUMA and PPR, I wanted to dedicate the majority of my focus and time on what drives me in the present. That is: my commitment to conservation and sustainability. I believe that I have a responsibility and an opportunity to expand my efforts from inside our companies to the greater world at large.

What are your plans for the future?

I can safely say retirement is far off in the future! I will remain a Director of PPR and Chairman of the board’s sustainable development committee where I will have a continued role in guiding PPR’s pursuit of
“RICHARD BRANSON AND I LAUNCHED The B Team”

sustainability and directing the overall strategy of PPR HOME. Also as some of you may know, I established a Foundation a few years ago to support innovative sustainable projects and to promote the balance of conservation, community, culture and commerce. I also Chair Harley-Davidson’s Sustainability Committee where I have been a member of the Board of Directors since 2007 and I have recently joined The Economics of Ecosystems and Biodiversity – TEEB for short - Advisory Board. These are but a few undertakings I plan to dedicate more of my time to. As well, Richard Branson and I launched ‘The B Team’ this past October which, we hope, will influence and change the traditional business model and the general corporate ethos.

Can you give us some examples of the projects and initiatives you will be involved in?

As co-founder of the The B Team, this initiative will especially be one of importance to me. Richard Branson and I formed The B Team to help transform the future of business and it will be made up of international CEOs and respected business leaders across industry sectors. Through The B Team, we will be providing a platform to advocate and implement viable and scalable solutions across business sectors. At the beginning of 2013 we will be announcing the rest of The B Team and our first “Grand Challenges” – it’s safe to say that our Environmental Profit and Loss accounting will be one of them!

If you were going to say one thing that you think is important to you and to your PUMA colleagues, what would it be?

I would say, stay true to your own values and principles and don’t compromise them, also speak up - even if this means taking a risk at times. Leadership and ethics at the end of the day will always be rewarded even if not lived and responded to by your colleagues or else… at the very least you reward yourself.
“STAY TRUE TO YOUR values”

1. Engagement in Africa: Jochen Zeitz in Kenia
2. Then and now
3. An Italian Friendship: Jochen Zeitz with the Italian football team
4. With Gigi Buffon
5. At work
6. Shaking hands with Pelé in Berlin

“stay true to your values”
SO SORRY!
THIS CONTENT IS ONLY AVAILABLE FROM PUMA LOCATIONS.
In the 80s, the PUMA Suede became the ‘it’ shoe on the hip hop scene in New York City. As the music moved across the pond, the style did, too. The Suede cleared its passport papers and debuted in the UK, aptly re-christened ‘The States’ after its birthplace. Through the 90s, the States was adopted by UK trainer aficionados and football fans hollering from the terraces. It was also spotted sticking to the floor of many an acid jazz club. Now it is back with an all new look. The States Denim retains its predecessors’ slim last, slick style, and hip hop roots, but opts for premium, lux denim rather than suede. Antique copper foil and hardware sit atop this refreshed silhouette, making it the newest and bestest State of choice for khakis and smooth moves.

Global in-store release date: 12 November.
ROSBERG VS AGÜERO
What happens when you give Sergio Agüero and Nico Rosberg some amazingly fast MERCEDES AMG PETRONAS cars and a race track? Check out the video!

Are you afraid?
On 13th November, PUMA.Creative together with our partner, BRITDOC, awarded the 2012 PUMA.Creative Impact Award to the documentary film BUDRUS during a special Gala in Berlin crowded with filmmakers, guests from the arts and media, VIPs and press. BUDRUS, the story of a successful non-violent protest in the West Bank, was selected by our Jury from a shortlist of five documentaries that also included GASLAND, ARMADILLO, BAG IT and WEAPON OF WAR. Marlene Ringel interviewed director Julia Bacha and the Budrus team after the Gala.

What did it feel like to win the PUMA.Creative Impact Award?

It was an incredible honor, because the award spoke exactly to the core of our mission at Just Vision. I have a lot of respect for filmmakers who see their work exclusively as an art form. But that’s not true for me. I went into this to “change the world”, as they say. For the last eight years I have been doing all my filmmaking with an extraordinary team of Israelis, Palestinians and Americans that share my passion for using film to increase the power and legitimacy of Palestinians and Israelis who are using nonviolence to resolve the conflict and end the occupation. We feel strongly that the release of our films is the beginning, rather than the end, of a journey, and we conduct extensive outreach and education campaigns to ensure that our films’ subjects are more visible, valued and effective in their efforts. This award was the best gift we could receive in terms of boosting our confidence that our approach is working, and that these courageous Israeli and Palestinian grassroots leaders are beginning to receive the attention and recognition they deserve.

Why did you choose this subject for Budrus?

Budrus is the second film made by our team. When we were touring with our first film, Encounter Point, we were often asked by Israeli and American audiences: ‘Where is the Palestinian Gandhi?’ Palestinian audiences, on the other hand, would tell us: ‘We’ve tried nonviolence and it doesn’t work.’ We created Budrus to address that gap in perceptions. By telling the story of the village of Budrus, we wanted to look closely at a model of a successful Palestinian-led nonviolent struggle and, through that story, to explore what lessons could be learned for the future.
What were the challenges when filming Budrus?
The biggest challenge was tracking down the hundreds of hours of footage from activists who had been present during the ten months of protests in the village of Budrus. These activists had risked arrest, deportation or worse to film the events. They weren’t filming in order to make a movie, but rather to document what was unfolding on the ground, and we’re incredibly grateful to them for their willingness to share what they were able to capture with us.

What moments whilst filming affected you the most personally?
The trust that protagonists Ayed and Iltezam Morrar, the other residents of Budrus and the Israeli and international activist community placed in us throughout the filming process was deeply moving. We approached them in the midst of a very difficult time for the village, but even so they were fully willing to work with us around our common goal of increasing awareness about a successful Palestinian-led nonviolent struggle.

One of the first places we showed the film after it was complete was the village of Budrus itself, where we projected it outdoors on the wall of the village’s girls’ school. More than half of the village turned out to watch, and it was a very special moment, seeing the residents reflecting back and celebrating the village’s struggle and ultimate triumph.

What are your plans going forward?
We hope to continue using Budrus, along with our other films, to urge audiences around the globe to think about how nonviolence can be an effective and constructive tool in the Israeli-Palestinian context. In early 2013, we’ll be releasing the online streaming version of Budrus in partnership with the Sundance Artist Services initiative, while continuing to show it in dozens of villages, universities and community centers throughout the Occupied Palestinian Territories and Israel. We’ll also be making sure it gets seen by top policymakers in the US, Europe and beyond. Our team will continue to reach out to new and unlikely audiences with the film, encouraging them to pay attention and lend support to the crucial unarmed efforts of Israelis and Palestinians working towards a future of freedom, security, dignity and peace for both societies.

Since Budrus, we’ve also released two new projects, Home Front: Portraits from Sheikh Jarrah and My Neighbourhood, which look at the issue of settlement growth and evictions in East Jerusalem, and at the nonviolent efforts of Palestinian residents and Israeli supporters to halt those trends.

We’re now in the early stages of planning out and researching our next project, and we hope to have an announcement about that in the coming months.
Last month, PUMA sent three representatives to the One Young World Summit 2012 in Pittsburgh. As the lucky winners of the PUMA Vision competition, our very own Lisa Stirrat, Yuliya Davidenko and Emily Lennox were part of the international group of young leaders discussing important social and environmental issues. They were also inspired by counselors, including Bill Clinton, Jamie Oliver, Kofi Annan, Jack Dorsey, Muhammad Yunus, and more. Here they share their experiences at the summit.

Lisa Stirrat, Trade Marketing Co-Ordinator, Marketing, PUMA South Africa:
“’The power of encouragement and knowledge provided and felt from the world leaders and young people representing 182 countries attending the summit was truly inspirational. What you do learn is that one person can make a difference, no matter how small. When a lovely girl, Josie, gets on stage in an electric wheelchair with a tracheal breathing apparatus and says she can make a difference and can change the world, you realise you have a lot to be thankful for and ask yourself why we aren’t doing more. ‘Disability could be invisible but society does not allow this. It’s not the disabled that make themselves disabled, it’s society,” she said.

People around the world are doing so much good, it made me realise I should be doing more. I have a conference call with Emily and Yuliya in the next few weeks, where we will talk about any ideas that we may have. OYW will be held in Johannesburg next year. I hope to see more PUMA employees attending as it really is a once in a life time experience.”

Yuliya Davidenko, Country Training Manager, Retail – EEMEA, PUMA Ukraine:
“This was the most inspiring experience of my life! All these amazing people gathered because areas such as education, health, human rights, sustainability, leadership and business ethics are important to them. What inspired me was that I could see common people behind these world famous leaders and young delegates who just felt the power, compassion and necessity to serve the bigger purpose, not just satisfying their own needs. It was fantastic to witness examples which demonstrated what it means to shorten the distance between possible and impossible. This power exists in each of us, we just need to see it and decide what to do with it.

Right now we are all charged with energy and make small steps in our daily life – but this is only a start. A very strong seed was planted within all of us and we aim to make it true: ‘It’s great to live as a human-being but it’s great to die as a human-acting’. Thank you One Young World for making me know what I want to become!”

Emily Lennox, Junior Optimization Manager Global Merchandising, Merchandising, Herzogenaurach:
“Despite the star-studded lineup of speakers, I found that hearing what our peers are doing all around the globe to make a difference, both at their companies and personally, was the most inspiring aspect. After coming home, I was able to write a piece for the Huffington Post about the experience at the conference, which I hope was able to inspire a few people to action themselves. Yuliya, Lisa and I are now keeping in touch, helping each other develop and refine our own action plans. Together, we hope to be able to carry the “spark” for the long run and integrate some of the inspiration into PUMA and our communities.”

get Emily’s article here
At this year’s Oxfam Trailwalker run in Hong Kong, PUMA employees supported the 3940 runners of the 100 km running Track, including our very own Sonja Gottschlich. Oxfam Trailwalker is one of the largest fundraising sports events in Hong Kong to support Oxfam’s various poverty alleviation and emergency relief projects in Africa and Asia, Hong Kong and mainland China. After approximately 9 hours of walking, a PUMA support team brought food, drinks and fresh clothes – as well as smiles, jokes and encouraging words.

“The greatest experience during the 100k for me is the unselfish, enthusiastic and encouraging support all the way through the day and night, rain and cold. The team was so grateful for all the food supply, chatting and cheering up! You can fight alone, but it’s much easier and fun together with great people! Supporters are the real champions for me, sending a big thank you to all!”

On 25th October 2012 PUMA CEO Franz Koch and the chairman of the party Bündnis90/Die Grünen Cem Özdemir inaugurated PUMA’s new solar charging station, which PUMA built at the PUMA Vision Headquarters in Herzogenaurach. The famous politician also used his visit to gather more information about the current first carbon neutral headquarters in the sporting goods industry.
PUMA’s new Chairman, Jean-Francois Palus, visited the COBRA PUMA GOLF headquarters in Carlsbad, California, accompanied by a team of PPR colleagues. After meeting members of the CPG family and reviewing the 2013 line of products and equipment, COBRA President Bob Phillion and Todd Hymel, Chief Operating Officer of PPR’s Sport & Lifestyle division, also spoke with golf press representatives and pointed out the immensely positive impact of the COBRA acquisition and the strong growth of the PUMA Golf brand.

The St. Teresa’s Table Tennis Club in Nairobi, Kenya, which PUMA has supported with t-shirts, was founded to keep teenagers off the streets, where poverty, crime and drug abuse are prevalent. In 2007, a Kenya-Germany exchange program resulted from St. Teresa’s and boys and girls have been visiting the other country ever since. “The program is not only about Table Tennis, but also about learning the culture and way of life in these two countries”, says Salat Salat, Secretary General of the Nairobi Table Tennis Association. This fall, young Kenyans visited the PUMA Headquarters as part of their exchange and “It was a dream come true for all of them”, says Salat. “And now, the boys and girls have decided to make the PUMA t-shirts their uniform for the Nairobi Table Tennis League.”

The PUMA Play Bus kick-started our Social Campaign in Malaysia. Various fun activations took place around the capital, Kuala Lumpur, from which the Play Bus took off on its tour to the city of Penang in the North. The bus will stop at several hotspots on the way, while all locations will be announced via Facebook. Consumers have a chance to play some good old PUMA Social games and check out the latest PUMA collections.
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Watch out for CATch up #15 that will feature the PUMA Highlights of the year 2012, among other stories from Sports, Lifestyle and PUMAVision. Get in touch via the email button at the bottom, if you’d like to share something with all of us. We are looking forward to CATching up with you next month!

Next CATch up: 20 DECEMBER!