

Jochen Zeitz Biography

Born on April 6, 1963 in Mannheim, Germany, Jochen Zeitz is the Chairman and CEO of PUMA. Zeitz attended the European Business School rather than follow in his family's footsteps of becoming a medical doctor and in 1986, he graduated in International Marketing and Finance, after having studied in Germany, France, and the United States. He began his professional career with Colgate-Palmolive in New York and Hamburg. Zeitz joined PUMA in 1990 and in 1993 was appointed Chairman and CEO of PUMA becoming the youngest Chairman in German history to head a public company at the age of 30. Zeitz has spearheaded and held primary responsibility for the worldwide restructuring of PUMA, which was in financial difficulties at the time. Zeitz managed to turn PUMA from a low price brand into a premium Sportlifestyle company and one of the top 3 brands in the sporting good industry by sticking to a long-term development plan that he introduced in 1993. Zeitz currently is the longest serving CEO of a public DAX/MDAX company in Germany.

Zeitz believes that PUMA's position as the creative leader in Sportlifestyle presents the opportunity – and the responsibility – to contribute to a better world for the generations to come. As a visionary and a leader in the CSR and CSO movement (Corporate Social Responsibility and Corporate Social Opportunity, respectively), Zeitz introduced an innovative and inspiring corporate approach in 2008 – PUMAVision. With his unwavering commitment to create a new corporate culture archetype, PUMAVision is an umbrella concept to implement a corporate ethical framework defined by the 4Key principles of being Fair, Honest, Positive and Creative as applied to all professional behavior, business procedures and relationships throughout and outside of PUMA. PUMAVision unites all PUMA's corporate social responsibility projects and initiatives, and gives them a coherent direction in order to guide, evaluate, and elevate actions by these four core principles. Through PUMAVision, initiatives under the three pillars of puma.safe, puma.peace, and puma.creative drive the company to cleaner, greener, safer

and more sustainable systems and practices contributing to peace as well as promoting creativity and art, closely working alongside the FLA (Fair Labor Association) and UDHR (Universal Declaration for Human Rights) as a guide to ensure best practice and inspiring other corporations to reach a united objective.

Zeitz extended his commitment to his personal life as well. In 2008 Zeitz founded the not-for-profit "Zeitz Foundation of Intercultural Ecosphere Safety" to support creative and innovative sustainable projects that balance conservation, community development, culture, and commerce (the "4Cs"), promoting an inclusive, holistic paradigm of conservation that enhances livelihoods and fosters intercultural dialogue. The Long Run is the initial focus of this mission and is comprised of nine global destinations spread over five continents that provide and build sustainable, mostly tourism driven enterprises, community development and cultural stewardship. Since October 2009, he has been Honorable Warden of the Kenya Wildlife Service (KWS).

Jochen Zeitz believes in success through passion and he is a great aficionado of the African continent, its people and culture. He speaks six foreign languages, including Swahili. Africa also plays an important role for PUMA. PUMA will once again be one of the most dominant brands at the World Cup 2010 hosted in South Africa. It currently outfits 11 African Football Federations as well as the reigning World Champion, Italy.

Jochen Zeitz is a member of the board and Executive committee of PPR and has been a member of the Board of Directors of Harley Davidson since 2007. He has received numerous awards during his professional career, including "2001 Entrepreneur of the Year", "Strategist of the Year" for three years in a row by the Financial Times, "Trendsetter of the Year" and "Best of European Business Award 2006". In 2004, the German Federal President awarded him with the Federal Cross of Merit of the Republic of Germany.
