



**ETHICAL
MARKETING
POLICY**



This policy statement outlines PUMA's positioning regarding ethical marketing practices and highlights the efforts taken to ensure honesty and responsibility in our communication. Through these commitments, we aim to set the highest ethical standards of our company.

By implementing this policy, we want to contribute to realizing the **2030 UN Sustainable Development Goals** (SDGs). This policy aims to support the following SDGs:



ETHICAL MARKETING POLICY



To ensure ethical marketing practices we commit to:

- **Communicate our product's value without misleading our consumers**
- **The language we use is honest and accurate**
- **Our claims are substantiated**
- **The data used in our advertising and campaigns in conformity with PUMA's Privacy Policy**

Scope

PUMA's commitments towards upholding ethical marketing practices are applicable throughout the PUMA Group and business partners working on behalf of our brand.

Honest Marketing

We are committed to honesty in the marketing of our products and campaigns. We commit to providing the consumer with accurate descriptions and evidence-based claims on our work and products, and to never use dishonest marketing tactics, such as misinformation regarding our competitors' work and products, overpromising or overstating results.

Product Impact

We are transparent about the social and environmental impact of our products. We review all our marketing communications to ensure that our claims are clear and not misleading.



Cultural Sensitivity

We consider the timing, context, and language used in our promotions in order to avoid any exploitation, appropriation, or stereotyping. We recognize the complexity of social issues and commit to exploring various perspectives during the development of our campaigns.

Wellness Awareness

Recognizing our products and communications have the potential for major impact amongst different audiences, we commit to work with models and ambassadors that reflect PUMA's multiculturalism and diverse background. As such, our pool of ambassadors and representatives is selected on the basis of safeguarding the personification of our campaigns and products in a safe, positive and healthy manner.

Vulnerable Market Segments

At PUMA we protect the image of vulnerable market segments such as children and impaired audiences. Therefore, PUMA works with respect for the advertising of our children's and impaired target groups. All our representatives under these circumstances will only take part in PUMA campaigns on their own free will, with approval of their legal guardians, and always accompanied by a PUMA representative to ensure safety and professionalism. Furthermore, advertising at PUMA is not placed directly to vulnerable market segments, but instead their caregivers.

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Ethical Digital Advertising

We ensure that the content we promote through digital advertising is honest, accurate, and ethical. Under PUMA's Privacy Policy, available at our online stores and corporate website, we dedicate the necessary resources designed to ensure compliance with applicable regulations and offer opt-out cookies settings that ensure privacy and transparency in PUMA's digital platforms. Moreover, we abstain from false advertising in line with our commitment of honesty in marketing.

Permission-based email Marketing

By principle, PUMA commits to create meaningful value within its marketed content and aims to maintain the trust of its customers by offering consistency in all e-mail-based marketing. Consequently, we implement e-mail opt-ins and opt-outs for our website landing pages and campaigns, allowing our consumers the freedom of choice in our marketing content.

Search Engine Optimization

At PUMA, we aim at the most valuable content that aligns with our mission. In accordance with PUMA's Privacy Policy, we ensure SEO practices remain ethical and effective. We also commit to avoid unethical SEO practices such as misdirection, over optimization, or hidden content.

Monitoring and Review

Acknowledging the constant evolution of marketing practices, PUMA will evaluate the effectiveness of this policy to ensure it continues to reflect the best practices available.

**FOREVER
BETTER.**

