

**CIRCULARITY  
POLICY**



We are aware that our industry is currently operating in a linear business model, which is far from the ideal for a circular economy. PUMA is no exception, despite our successful efforts to use more sustainable materials at scale.

Therefore, we have set ourselves circularity targets, which include scaling up the use of circular materials, as well as implementing circularity principles in our product design and offering product take back schemes.

**A circular economy is one of the means to achieve a low-carbon transition and realizing the 2030 UN Sustainable Development Goals (SDGs). This policy aims to support the following SDGs:**

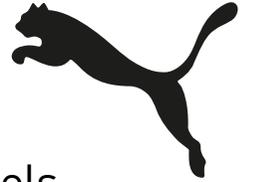


Our long-term vision is to incorporate more circular material streams into our products and to offer our consumers different options to experience and consume puma products and services. Our products should incorporate principles of circular design and construction, which will contribute towards the industry's common efforts concerning circular material streams.

PUMA's drive towards circularity consists of multiple commitments throughout our value chain, including product design, production, transport, sale, consumption and end of life.

**“A circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.” – Ellen MacArthur Foundation**

## **PUMA commitments towards circularity**



### **Increase the use of recycled materials**

We will continue to increase the use of available recycled materials such as polyester and cotton, mainly from our own industry, for example by product to product recycling through chemical and mechanical recycling technologies. For those materials where recycled options are limited, we will support research and development. For our product packaging and packing, we will prefer recycled and recyclable materials.

### **Extend the lifespan of our products during use**

Prolonging the life of a product includes durability and repairability aspects as well as long-lasting design. We will continue to ensure that the quality of our products remains high and advance repairability of products through circular design and development.

We will support new circular business models such as rental, resale and repair to allow extending the active life of products.

### **Take responsibility for our products after use**

Our long-term vision is to close material loops where products taken back from consumers can be deconstructed into their main materials and consequently enter the production cycle again. We aim to establish or join product takeback schemes in our major sales markets.

### **Scale up the use of renewable energy and water**

In line with our overall sustainability strategy, we will ensure that PUMA and our suppliers increase the use of renewable energy and water recycling.

## **PUMA commitments towards circularity**



### **Eliminating hazardous chemicals and waste to landfill**

We will continue our existing commitment to eliminate hazardous chemicals from our supply chain and aim to reduce and, in the long term, eliminate waste to landfill.

### **Scale up the use of biobased and biodegradable polymers**

We will continue researching biobased and biodegradable options for polyester and other synthetic materials, to help reduce fossil feedstocks and prevent plastic pollution.

### **Aim to regenerate natural systems**

For plant-based materials, we aim to work with organizations active in regenerating natural systems,

with the long-term goal to rebuild soil quality and natural capital, rather than depleting it.

### **Inspire consumers and business partners on circularity**

We will include inspirational circularity messaging in our communication to consumers and business partners, for example by highlighting successful upcycling examples.