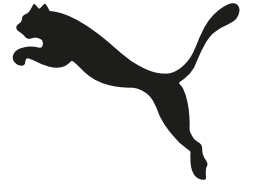




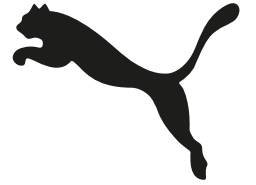
**BIODIVERSITY &
FOREST PROTECTION
POLICY**



**This PUMA
biodiversity policy
aims to contribute
to the following UN
sustainability goals:**



Biodiversity Policy



The foundation of PUMA's environmental program is to ensure that PUMA and its suppliers are in full compliance to all environmental regulations and industry standards and that any impact by PUMA and our supply chain on the environment is optimized.

With growing concerns about climate change, the loss of biodiversity and plastic pollution, our world is facing an environmental crisis. The apparel industry is a significant contributor to biodiversity loss, affecting oceans, freshwater, soil, and forests, directly linked to soil degradation, conversion of natural ecosystems, and water pollution.

At PUMA we are ready to act and contribute to solutions to solve this crisis!

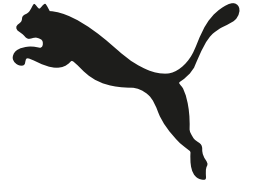
In 2011, PUMA got a head start by being the first company to implement the Environmental Profit and Loss Account – the EP&L. With this, we treat our environment as an equal partner who bills us for providing clean water and air,

restoring soils and the atmosphere, and decompose waste.

As part of the Fashion Pact, we commit to support the development of science based targets on biodiversity and the implementation of these targets within our sector to assure our contribution to the protection and restoration of ecosystems and the protection of key species.

PUMA aims to reduce its impact on biodiversity through different actions, has developed targets and reports progress on: sustainably sourced cotton, polyester, viscose, increased use of recycled materials, engagement in microfiber and biodegradability research, elimination of the use of hazardous chemicals, reducing waste and working towards a more circularity business.

PUMA aims at working in collaboration with peers, experts and key industry stakeholders.



This PUMA forest protection policy aims to contribute to the following UN sustainability goals:



Forest Protection Policy



Forests play a key role as carbon sinks and water reservoirs. In addition, they are home to many endangered species and provide extraordinary recreational value.

To help the protection of endangered forests and species, PUMA commits not to use any wood or wood-derived fabrics made from ancient and endangered forests. In addition, we will ensure that all paper and paper-based product packaging is either recycled or originates from certified sources of responsible forestry and the leather used in our products originates from certified sources.

Manmade Cellulosic Fibers

Puma engages as a supporting partner of CanopyStyle Initiative— an award winning not-for-profit environmental organization —which has worked with leading global brands to reduce their risk of sourcing from Ancient and Endangered Forests.

We source manmade cellulosic fibers from green-shirt fiber producers, as determined by the Canopy Hot Button report, and encourage existing fiber suppliers to commit to CanopyStyle and regular CanopyStyle Audit.

<https://hotbutton.canopyplanet.org/>

As part of our public PUMA supplier list, we are publishing PUMA's viscose suppliers on our website.

We will work preferably with viscose suppliers and use product lines which use recycled textiles or other low impact alternatives as feedstock.

Together with Canopy and our sourcing partners, we support the development of innovative processing techniques and fiber sources that reduce environmental and social impacts, such as closed-loop technology, agricultural residues and recycled fabrics.

Forest Protection Policy

Leather

Puma acknowledges that the rearing of animals can be one of the reasons for transitioning ancient and endangered forest into farmland.

Therefore, we commit to sourcing the leather used in PUMA products only from manufacturers who implement industry good practice standards of environmental management and traceability, such as the leather working group [\[Leather Working Group\]](#).

Paper and Packaging

PUMA uses significant amounts of paper and cardboard as recyclable material for shoe boxes, product hangtags, as stuffing paper, for shopping bags and within offices.

We commit to sourcing all our paper and paper-based packaging either from recycled sources, Forest Stewardship Council certified sources from non-ancient and endangered

forests [\[Home Page | Forest Stewardship Council \(fsc.org\)\]](#) or next generation feedstocks. As part of this commitment, we report our paper and cardboard consumption and our transition to 100% recycled and/or FSC certified paper and packaging.

Puma is engaging as a partner of Canopy's Pack4Good initiative — a collaboration of brands and retailers working to collectively reduce any risk of sourcing from Ancient and Endangered Forests by 2022 and promoting next generation solutions.