

PUMA S-Index Fact Sheet

SUSTAINABILITY-INDEX FOR PRODUCT AND PACKAGING

Why the need for a PUMA S-INDEX?

One of the biggest challenges PUMA faces, and in fact that the retail industry in entirety faces, is measuring the sustainability of a product. Without a set standard of compliance, there is a 'free-floating' measurement whereby brands can apply the description 'sustainable' to a product without making any significant improvements to product materials or to their overall sustainable business practices.

PUMA believes that this approach is unacceptable and that PUMA must face the reality that neither it's business nor the retail industry are currently sustainable in a way that does not affect future generations, the climate or the biodiversity of the planet. The world has changed, sustainability in business is no longer an option. In fact business is part of the problem and the retail industry needs to make solid steps to stop depleting natural resources and to offset in areas where further mitigation is not possible. PUMA feels ultimately responsible to neutralize its "paw print" that it leaves on the planet as a company.

What is the PUMA S-INDEX?

PUMA views sustainability as complete lifecycle thinking and has relied upon an internal and external research-driven and auditing approach carried out by the puma.safe team and PE International, respectively. The company is also currently establishing an Advisory Board to consult on and audit their sustainability program. The S-Index is a set of *criteria for products that is PUMA's interpretation of what should constitute best practice in sustainability and sets ambitious standards to guarantee that sustainability is at its fundamental core. The S-Index is truly transparent. Derived from the word 'sin', PUMA is truly looking at their 'sins' so to speak. PUMA feels responsible for these 'sins' and for the harm they create in the environment. The introduction of an Index – the PUMA S-Index – is a response to this and a commitment to find more sustainable solutions for the company's products and packaging.

The introduction of the S-Index for all products and packaging is a standard that serves as a production benchmark and communicates the products' sustainable features to consumers. Consumers are becoming increasingly discerning in their purchasing choices and the PUMA S-Index will provide a seal of assurance. PUMA's objective for the next phase of its long-term sustainability program is that 50% of its international product collections in footwear, apparel and accessories and 100% of its packaging are S-INDEX approved by 2015.

**The PUMA S-INDEX criteria included in table*
