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PUMA CIRCULAR+ SUSTAINABLE BRAND EXTENSION



PUMA CIRCULAR+

Forever Better. Forever Circular.



WEAR
RETURN



WEAR
RETURN



1 COMPANY INTRODUCTION

PUMA is a global sportswear leader operating in 120+ countries. Its sustainability vision, Forever Better, focuses on reducing greenhouse gas emissions, responsible sourcing, and increasing recycled materials (PUMA, 2024; Statista, 2024).



100% Recycled Materials

100% Carbon Footprint Reduction

100% Circular Economy

100% Sustainable

2 WHY SUSTAINABILITY NOW?

The fashion industry faces high carbon footprint, excessive textile waste, and resource overuse. Consumers demand circular, low-waste business models that extend product life (McKinsey & Company, 2024).



Global textile waste annually (Ellen MacArthur Foundation, 2023) | Fashion's share of global CO₂ emissions (UNEP, 2023) | Reduction through circular models (McKinsey, 2024)

3 BRAND EXTENSION: PUMA CIRCULAR+

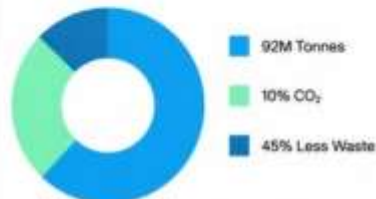
A circular subscription service where customers can: return used PUMA footwear & apparel, access repair, refit, resale, or recycling, extend product lifespan, and reduce waste (Kotler, Keller & Chernev, 2024).

4 WHY PUMA NEEDS THIS EXTENSION

- Strengthens sustainability leadership
- Meets rising demand for circular fashion
- Builds loyalty among Gen Z & Millennials
- Creates predictable recurring revenue
- Improves competitive advantage against Nike and Adidas

5 SUSTAINABILITY BENEFITS

- Supports circular economy
- Reduces textile waste
- Lowers carbon emissions
- Supports Forever Better strategy
- Supports SDG 12 & SDG 13



CONCLUSION

PUMA Circular+ is a sustainable growth opportunity. It solves the challenges of today while delivering benefits to customers, investors, and the environment.



Benefits
Customers



Benefits
Investors



Benefits
Environment



Enhances
competitive
advantage

FOREVER
BETTER.
FOREVER
CIRCULAR.

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