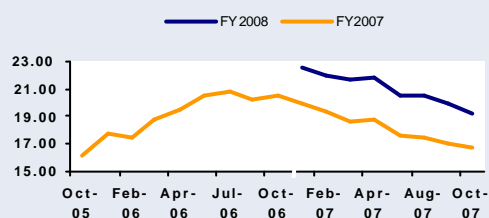


**Date:** 11/01/2007

**Consensus Rating:\*** +0.50 (Hold)

Previous rating	+1.25 (Acc.)
Stock price (in €)	295.92
High/Low (52 weeks)	351.70/256.44
Market cap (in € m)	4,447.0
ISIN	DE0006969603
Reuters	PUMG.F
Bloomberg	PUM GR
Exchange	XETRA
Sector	Retail
Internet	<a href="http://www.puma.com">www.puma.com</a>
Coverage	10

**Clean EPS Estimates in Euro**

**Change in Estimates (in Euro m)**

	Q3 2007E	Q3 2006A	Delta
Sales	677	699	-3.2%
EBIT clean	121	123	-1.9%
EBIT	121	123	-1.9%
EPS clean	5.43	5.41	0.3%
EPS	5.43	5.41	0.3%

**\* Consensus Rating (CR):**
**Classification:**

Buy:	1.50 = CR < 2.00
Accumulate:	0.50 = CR < 1.50
Hold:	-0.50 < CR < 0.50
Reduce:	-1.50 = CR < -0.50
Sell:	-2.00 = CR < -1.50

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# Puma AG

## Summary

**Outlook 2007 given by the company (after Q2 results):**

Management confirms sales and earnings growth in the low single-digits for FY 2007 with an estimated gross profit margin between 50%-51%. Royalty and commission income should only be slightly above last year which is mainly due to the expiration of the licence contract in Korea.

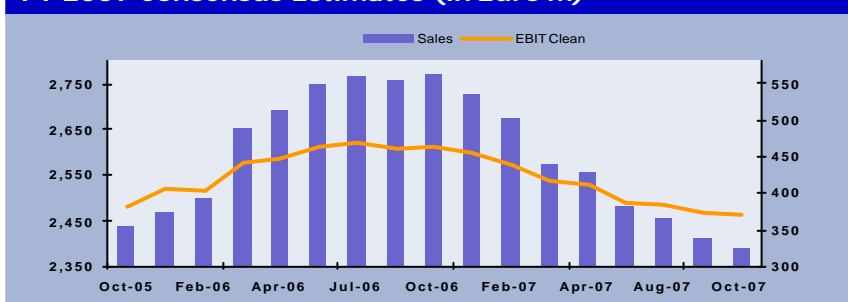
The total cost ratio is expected to be around or above 35% of sales mainly due to already announced investments in relation to the Volvo Ocean Race participation as well as other planned SG&A initiatives. As a result, EBIT should almost develop in line with sales providing an EBIT margin nearly on last year's level. Tax rate is estimated at or around 29%.

**Price Targets in Euro**

	Current	Previous	Change	Up-/Downside
Current price	295.9			
Highest	383.0	383.0	0.0%	29.4%
Consensus	342.0	351.3	-2.6%	15.6%
Median	350.0	365.0	-4.1%	18.3%
Lowest	270.0	270.0	0.0%	-8.8%

**Consensus Valuation**

	EPS Clean	EBIT Clean	P/E	EV/Sales	EV/EBITDA	Div. Yield
2004	16.14	359.0	13.9	2.11	8.55	0.4%
2005	17.79	397.7	15.2	2.23	9.40	0.7%
2006	16.39	366.2	16.9	1.72	10.07	0.9%
2007e	16.73	371.1	17.7	1.83	10.51	1.1%
2008e	19.28	437.9	15.4	1.65	9.20	1.4%

**FY 2007 Consensus Estimates (in Euro m)**

**Quarterly Development (in Euro m)**
