Puma (Xet) PUMX.DE | XETRA Exch | Apparel-Shoes & Rel Mfg | MktCap €3.46B Sales €8.82B | Shares 150M Float 88M

EPS 26 x

499132810 puma.com Herzogenaurach, GERMANY Inc 2011 MGMT owns --

EPS Rank 91

Puma SE engages in the development and sale of sports and sports lifestyle products. It includes fo otwear, apparel, and accessories. Its brands include puma and cobra golf. The company was founded by Rudolf Dassler on October 1, 1948 and is headquartered in Her zogenaurach, Germany. LESS

ANNUAL - DEC END	2016	2017	2018	2019	2020	2021	2022	2023	2024
EPS EUR	0.42	0.91	1.25	1.75	0.53	2.07	2.36	2.03	1.88
CASH FLOW/SHR EUR	0.94	1.53	1.80	3.41	2.59	2.86	2.65	3.98	
PRETAX MARGIN %	3%	6%	7%	8%	3%	7%	7%	6%	
RETURN ON EQUITY %	4%	8%	11%	15%	4%	16%	15%	12%	
SALES % CHANGE	7%	14%	12%	18%	-5%	30%	24%	2%	3%
SALES (MIL) EUR	3,627	4,136	4,648	5,502	5,234	6,805	8,465	8,602	8,817
WEEKLY	**Jan 17**	**Jan 24**	**Jan 31**	**Feb 7**	**Feb 14**	**Feb 21**	**Feb 28**	**Mar 7**	**Mar 12**
DATAGRAPH RATING	46	53	52	47	48	48	46	49	49
AVG DAILY VOL (000)	477	588	692	773	837	875	943	1,018	1,248
UP DOWN VOLUME	1.0	0.5	0.4	0.4	0.5	0.4	0.4	0.5	0.4
ACCUM/DIST RATING	17	-4	-35	-53	-32	-36	-28	-8	-35
RELATIVE STRENGTH	39	9	8	5	6	5	6	7	4
GROUP RANK	67	50	66	103	121	113	137	107	158

2025 Estimate	2026 Estimate
2.15 14%	

Earnings Growth Rate	Sales Growth Rate
2022-24 -9% (8 Stability)	7%
2020-24 21% (57 Stability)	14%

COMP RATING 24 SMR RATING --

INV T/O --

DEBT %	2022-24	52%	57%	--
TAX RATE	2022-24	23%	25%	
BACKLOG	2022-24	--	--	--

R & D -- BK VAL 1.71x '24

DIV EUR 0.82 (3.6%) DIV GR RT+92% (49)

BETA 0.87(8.00) ALPHA -0.19 (-0.08)

2024 EMPLOYEES 20,000 (7%)

OH -57% LOG (Fixed) PRICE

23.14 EUR

-6.07 -20.78%

LOG VOLUME

13.0M

+318%

FINANCIALS	Mar 21	Jun 21	Sep 21	Dec 21	Mar 22	Jun 22	Sep 22	Dec 22	Mar 23	Jun 23	Sep 23	Dec 23	Mar 24	Jun 24	Sep 24	Dec 24	Mar 25	Jun 25	Sep 25	Dec 25
EPS (EUR)	0.73	0.33	0.96	0.05	0.81	0.56	0.98	0.01	0.78	0.37	0.88	0.01	0.58	0.28	0.85	0.16	0.75e	0.52e	1.03e	0.36e
EPS % CHANGE	+204%	+152%	+26%	-71%	+11%	+70%	+2%	-80%	-4%	-34%	-10%	0%	-26%	-24%	-3%	+2K%	+29%e	+86%e	+21%e	+125%e
SALES (MIL EUR)	1,548.8	1,589.1	1,900.4	1,767.1	1,912.2	2,002.0	2,354.4	2,196.6	2,187.7	2,120.7	2,311.1	1,982.2	2,102.3	2,117.3	2,308.2	2,289.2	2,142.8e	2,329.0e	2,430.5e	2,478.5e
SALES % CHANGE	+19%	+91%	+20%	+16%	+23%	+26%	+24%	+24%	+14%	+6%	-2%	-10%	-4%	0%	0%	+15%	+2%e	+10%e	+5%e	+8%e
EPS % SURPRISE	+24.2%	-7.0%	+12.7%	-66.9%	-2.6%	+13.8%	-10.1%	-63.0%	+13.5%	-2.4%	-7.1%	-91.0%	+5.7%	-35.6%	-3.7%					
FUNDS	1,195	1,246	1,337	1,399	1,350	1,319	1,292	1,316	1,297	1,289	1,357	1,413	1,386	1,295	1,246	1,289				
SHARES HELD BY FUNDS	37M	43M	47M	50M	48M	45M	46M	51M	51M	52M	53M	58M	56M	51M	51M	50M				

P/E	12
2025 Est.:	10.8
2026 Est.:	
5-yr High:	184
5-yr Low:	17
vs Ind. Avg:	1.3x