



Ms. Anne Laure Descours
Chief Sourcing Officer
Puma SE
Puma Way 1
91074 Herzogenaurach, Germany

Mr. Robert Phillion
Chief Executive Officer
Puma USA
455 Grand Union Blvd.
Somerville, MA 02145

Via email and USPS

October 5, 2020

Dear Ms. Descours and Mr. Phillion,

On behalf of the Center for a Humane Economy, Animal Wellness Foundation and Animal Wellness Action, I am writing to ask that you act immediately to ensure that Puma is in full compliance with all legal requirements pertaining to the sale and marketing of athletic shoes containing kangaroo skin.

As you may be aware, any product sourced in part or in whole from kangaroo is prohibited from being imported into or sold in the state of California. That prohibition arises from Part I, Title 15, Chapter 2 of the state's Penal Code.

"It is unlawful to import into this state for commercial purposes, to possess with intent to sell, or to sell within the state, the dead body, or a part or product thereof, of a polar bear, leopard, ocelot, tiger, cheetah, jaguar, sable antelope, wolf (*Canis lupus*), zebra, whale, cobra, python, sea turtle, colobus monkey, kangaroo, vicuna, sea otter, free-roaming feral horse, dolphin or porpoise (*Delphinidae*), Spanish lynx, or elephant." *Cal. Penal Code § 6530(a)* (Emphasis added).

During a recent investigation into the sale of soccer shoes (or "cleats") containing kangaroo leather in California, we identified several in-state and online retailers of your products that violate this prohibition. It is a violation of the Code for Puma to sell products containing kangaroo leather to stores located in California. It is also a violation of the Code for Puma to sell these products from your website to California residents. Violators of the prohibition on the

import and sales of kangaroo-sourced products in California are subject to both fines and imprisonment.

A person who violates this section is guilty of a misdemeanor and shall be subject to a fine of not less than one thousand dollars (\$1,000) and not to exceed five thousand dollars (\$5,000) or imprisonment in the county jail not to exceed six months, or both that fine and imprisonment, for each violation." *Cal. Penal Code § 653o(d)*

Manufacturers and retailers selling kangaroo skin cleats in California – the largest soccer market in the United States – can expect pushback and penalties as animal and environmental activists urge authorities to enforce the state’s ban on kangaroo products and, as California unfair competition laws allow, take enforcement actions themselves against violators of the penal code. We will be exploring all means to ensure that all retailers and manufacturers of kangaroo skin soccer cleats strictly comply with the law.

In addition to the illegal sale of kangaroo skin soccer cleats to California residents, we also believe that you are engaged in marketing that is potentially misleading to consumers. Several Puma soccer cleat models containing kangaroo leather are marketed as “k-leather.” Consumers may not know that “k-leather” soccer cleats are made of kangaroo skin. Conscientious consumers who would not want to be a party to the inhumane killing of kangaroos may be deceived into buying items containing kangaroo skin because of your use of euphemistic language. California requires all product marketing to be accurate and truthful. We believe that marketing kangaroo soccer cleats as “k-leather” is a potentially deceptive trade practice that may violate several state consumer protection laws.

We are confident that you will promptly take steps to ensure compliance with these laws to avoid any potential legal ramifications.

However, abiding by the laws of the state of California is the minimum Puma should strive to achieve. Puma articulates an extensive commitment to social justice and sustainability with responsible sourcing of raw materials, but the sourcing of kangaroo skin inflicts tremendous individual suffering on a massive scale and threatens wild kangaroo populations. Transitioning away from inhumanely-sourced materials would align with your stated commitment. We understand that, instead, you are on the verge of launching a marketing campaign featuring Brazilian soccer star Neymar and kangaroo skin Puma King cleats.

We ask that you strongly consider ending the production and sale of kangaroo skin products entirely across your platform.

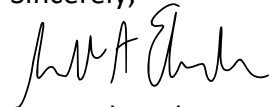
People throughout the world have been stunned by the scale of death and destruction caused by the recent wildfires in Australia. One prominent Queensland scientist estimates that as many as three billion individual mammals, birds, and reptiles perished. Australia’s iconic kangaroos are one of the faces of the country’s catastrophic infernos. Yet, despite the dire loss of life from

the climate-driven wildfires, millions of wild kangaroos in their native habitats continue to be slaughtered yearly in the largest commercial killing of terrestrial wildlife in the world. A major driver of this wanton killing is the production of kangaroo skin soccer cleats.

Continued use of kangaroo skin is antithetical to the company culture Puma claims to foster. Puma fashions itself as a progressive company, but continued involvement in the kangaroo trade is neither progressive nor responsible and runs counter to the very values and goals Puma espouses. We call on you to adhere to your own Code of Ethics when it comes to sourcing products: "Do the right thing. Every day."

I welcome an opportunity to discuss this matter with you more fully.

Sincerely,



Scott Edwards

General Counsel
Center for a Humane Economy
Animal Wellness Action
sedwards@animalwellnessaction.org
914.299.1250

CC: Attorney General Xavier Becerra
California Office of the Attorney General
1300 I Street
Sacramento, CA 95814-2919

Director Charlton H. Bonham
California Department of Fish and Wildlife
1419 9th Street, 12th Floor
Sacramento, CA 94244-2090