

 Early Warning System

EBRD-56517

DFF-Puma Schuldschein



## Quick Facts

Countries	Hungary, Poland, Romania, Turkiye, Ukraine
Financial Institutions	European Bank for Reconstruction and Development (EBRD)
Status	Approved
Bank Risk Rating	B
Voting Date	2025-05-27
Borrower	Puma SE
Sectors	Industry and Trade
Investment Type(s)	Loan
Investment Amount (USD)	\$ 28.34 million
Loan Amount (USD)	\$ 28.34 million
Project Cost (USD)	\$ 28.34 million



---

## Project Description

As stated by the EBRD, the project consists of a participation of up to EUR 25 million in the 6-year tranche of the ESG-linked Schuldschein issuance by PUMA SE.

The EBRD proceeds will finance growth and maintenance capex related to opening of new, as well as maintaining the existing PUMA-managed retail stores and outlets, offices and showrooms in Ukraine, Turkiye, Romania, Poland and Hungary.



---

## Investment Description

- European Bank for Reconstruction and Development (EBRD)



---

### Private Actors Description

As stated by the EBRD, PUMA is one of the leading sports brands that designs, develops, markets, and distributes a broad range of sports and sports lifestyle products, including footwear, apparel, and accessories. PUMA has a diversified footprint, distributing its products to over 120 countries, with a strong presence in the EBRD COOs.



Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
-	-	-	-	Puma SE	Client	Industry and Trade



---

## Contact Information

### Client - PUMA SE:

Frank Waechter

Email: [frank.waechter@puma.com](mailto:frank.waechter@puma.com)

Phone: +49 9132 812029

Website: <https://puma.com>

Address: PUMA SE Puma Way 1 91074 Herzogenaurach Germany

## ACCESS TO INFORMATION

You can request information by emailing: [accessinfo@ebrd.com](mailto:accessinfo@ebrd.com) or by using this electronic form:

<https://www.ebrd.com/eform/information-request>

## ACCOUNTABILITY MECHANISM OF EBRD

The Project Complaint Mechanism (PCM) is the independent complaint mechanism and fact-finding body for people who have been or are likely to be adversely affected by an European Bank for Reconstruction and Development (EBRD)-financed project. If you submit a complaint to the PCM, it may assess compliance with EBRD's own policies and procedures to prevent harm to the environment or communities or it may assist you in resolving the problem that led to the complaint through a dialogue with those implementing the project. Additionally, the PCM has the authority to recommend a project be suspended in the event that harm is imminent.

You can contact the PCM at: [pcm@ebrd.com](mailto:pcm@ebrd.com) or you can submit a complaint online using an online form at:

[http://www.ebrd.com/eform/pcm/complaint\\_form?language=en](http://www.ebrd.com/eform/pcm/complaint_form?language=en)

You can learn more about the PCM and how to file a complaint at: <http://www.ebrd.com/work-with-us/project-finance/project-complaint-mechanism.html>