SELENA

Notice to holders of the
EUR 500,000,000 Bonds due 2025
exchangeable into existing ordinary shares of Puma
issued by Selena and guaranteed by Artémis
(the "Bonds")
(ISIN: FR0013520681)

Capitalised terms not otherwise defined herein shall have the meanings given to them in the terms and conditions of the Bonds (the "Conditions").

The Issuer hereby notifies Bondholders that, as a result of the Cash Dividend of EUR 0.61 per Share payable to shareholders of record on 23 May 2025, pursuant to the Conditions (including but not limited to Condition 8(d)(A)) and effective 22 May 2025:

- the Exchange Price is adjusted to EUR 92.0405 (from previously EUR 91.2736), and
- the resulting Exchange Ratio based on such adjusted Exchange Price is 1,086.4782.

22 May 2025
Selena

IMPORTANT NOTICE

Availability of information on PUMA

Detailed information of Puma, in particular regarding the Shares, its activities, its results, its forward looking statements and risks factors, are available in the 2024 Annual Report, which is available, as well as all regulated information and press releases, on Puma's website (https://about.puma.com/en/investor-relations/financial-publications).

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The information contained in this announcement is for information purposes only and does not constitute a recommendation on the issuance of the Bonds. The value of the Bonds and the Shares is subject to fluctuation. Potential investors are advised to seek their own financial advisors to evaluate if buying the Bonds is adequate with their needs, and should inform themselves and observe legal requirements within their own jurisdictions for the acquisition of the Bonds.

Nothing contained herein should be construed in any jurisdiction as tax, accounting, regulatory, legal, investment or other advice.

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European Economic Area

This press release is an advertisement and not a prospectus within the meaning of Regulation (EU) 2017/1129 of the European Parliament and of the Council of June 14, 2017 on the prospectus to be published when securities are offered to the public or admitted to trading on a regulated market, and repealing Directive 2003/71/EC (hereinafter the "Prospectus Regulation").

In Member States of the European Economic Area, no action has been undertaken or will be undertaken to make an offer to the public of securities requiring a publication of a prospectus in any Member State. As a result, the Bonds may only be offered in Member States:

- *(a) to any legal entity which is a qualified investor as defined in the Prospectus Regulation;*
- *(b) to fewer than 150 natural or legal persons (other than qualified investors as defined by the Prospectus Regulation) in each Member State, subject to prior approval of the Joint Lead Managers and the Joint Bookrunners; or*
- *(c) in any other circumstances falling within Article 4 of the Prospectus Regulation.*

and provided that no such offer of securities referred to in (a) to (c) above shall require Séléna to publish a prospectus pursuant to the Prospectus Regulation.

These selling restrictions with respect to Member States apply in addition to any other selling restrictions which may be applicable in the Member States.

France

The offering of the Bonds in France has been implemented in the context of a private placement to certain institutional investors pursuant to Article L. 411-2 of the French Monetary and Financial Code and outside France (but not in the United States, South Africa, Australia, Canada and Japan) without any public offer (including in France). The offering of the Bonds has not been documented with a prospectus subject to the clearance procedure of the French Autorité des marchés financiers.

United Kingdom

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United States, South Africa, Australia, Canada and Japan

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The Bonds have not been and will not be offered, sold or purchased in South Africa, Australia, Canada or Japan. The information contained in this announcement does not constitute an offer of securities in South Africa, Australia, Canada or Japan.

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