

PRESS RELEASE



PUMA signs multi-year deal with Brazilian Athletics Federation

Herzogenaurach, Germany, April 8, 2022 – Global sports company PUMA has signed a multi-year contract with the Brazilian Confederation of Athletics (CBAt) effective July 2022, that will see Brazilian athletic teams in PUMA apparel for the first time at the World Athletics Championships in Oregon, USA, this summer. The partnership includes sponsoring 24 adult and youth teams, including male and female athletes.

"We are very proud to partner up with the Brazilian Confederation of Athletics, which is the first time ever that PUMA sponsors a Brazilian national sports team, so it will be a landmark," said Fabio Kadow, Marketing Director PUMA Brazil. "Their successful track record in world class athletics, with 19 Olympic medals, makes this partnership a perfect fit for PUMA."

"Partnering with PUMA is a huge responsibility for us and a source of great pride", said Wlamir Motta Campos, CBAt's president. "I'm sure the athletics community will embrace PUMA, because we're talking about a product of excellence, a fantastic technology that will help the performance of our athletes."

PUMA has a long and rich history in Track & Field, having sponsored the Jamaica Athletics Administrative Association since 2002. The brand also kits out several national federations including Cuba, Bahamas, Trinidad and Tobago, Grenada, Dominican Republic, Norway, Switzerland, Portugal and South Africa. Individual PUMA sponsored athletes include World Champion 400m hurdler Karsten Warholm, pole vault star Armand "Mondo" Duplantis, triple Olympic medalist Andre De Grasse, long distance runner and Olympic medalist Molly Seidel, and triple jumpers Patricia Marmona and Will Claye.

Media Contact:

Thais Kelly – Manager Public Relations – thais.kelly@puma.com

PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.