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PRESS RELEASE



A NEW KING JOINS PUMA. PUMA UNVEILS DUTCH PHENOM XAVI SIMONS AS THE FACE OF THE ICONIC KING FRANCHISE

Herzogenaurach, Germany, July 17th, 2023 — Global sports company PUMA has signed a long-term partnership with Dutch phenom, Xavi Simons, who becomes the new face of the PUMA KING football boot. Considered one of the most exciting and most sought-after players in Europe, Xavi follows in the footsteps of some of football's biggest icons that include Johan Cruyff, Maradona, Eusébio and Pelé.

Having made his professional debut aged just 17 for French giants, Paris Saint Germain, Xavi joined PSV Eindhoven in June 2022, delivering 24 goals and 13 assists in 34 games this past season, and at only 20 years of age, the best is yet to come. Xavi has already appeared in the UEFA Champions League™ as well as playing for his national side, the Netherlands, five times, including at the recent 2022 FIFA World Cup™.

Designed to control the game, Xavi Simons, personifies what the PUMA KING stands for. Following the announcement, Xavi spoke about his decision to join the PUMA family and his hopes for the future.

“PUMA is a brand with so much football history and is at the top of their game. The PUMA KING is iconic – some of the best players in the game have worn this boot like Johan Cruyff and Maradona, so it’s an honor to step into the new generation of KING. I can’t wait to kick-off the new season, there is so much I want to achieve in my career and I’m ready to write my own history.”

He also added: “PUMA is a brand that I’ve seen growing stronger and stronger, but it is more than just football. PUMA has great crossover appeal with fashion, which is something I love - we have exciting plans, and I’m happy to have PUMA by my side along the way.”

Johan Adamsson, Global Director of Sports Marketing and Sports Licensing at PUMA said “We are incredibly excited to have secured the signature of a player of his caliber at such a young age, who has already been shortlisted for best young player in the world. Xavi Simons is the type of player who has been the talk of the football world for years, and he will continue to captivate fans for years to come. At 20 years old, Xavi is already proving himself as one of Europe’s top players, and we believe his trajectory knows no bounds.”

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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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.