



PRESS RELEASE

PUMA | X-BIONIC® PRODUCT SERIES WINS THE PRESTIGIOUS PLUS X AWARD

For Innovation, Design, Functionality, Ergonomics and High Quality.

Wollerau, Switzerland; March 9th, 2020 – X-BIONIC®, the Swiss think tank for high-performance sportswear, and global sports brand PUMA, have received the prestigious PLUS X Award for their first collaboration project, the PUMA | X-BIONIC® collection. Shortly after the official launch at the beginning of January 2020, the product line was recognized by the world's biggest technology, sport and lifestyle contest.

X-BIONIC already holds the title of "The most innovative brand of the year" for the 11th year in a row. This year, X-BIONIC was recognized for a total of 12 different products and product series', one of which is the "Runbeatable" collection, in collaboration with PUMA®. This whole product series, consisting of 10 limited edition products, got honored with five quality seals at once, namely for innovation, design, functionality, ergonomics and high quality. The award was given out by the Plus X Award expert panel, which is made up of independent expert jurors, who ultimately crowns the winner of the quality seals of the innovation award.

The innovative and technical solutions of X-BIONIC®, enhanced with exclusive design by PUMA®, impressed the Plus X Award jury once again: "X-BIONIC and PUMA have focused their profound knowledge of the sports industry on one goal and created an exciting symbiotic collection. It combines the innovative power of the X-BIONIC technologies, which have always impressed the jury of the PLUS X AWARD, the world's largest innovation prize for technology, sport and lifestyle, for over a decade, with the contemporary design of PUMA. These designs are world-renowned, and the global sports world is unimaginable without them. The new collection takes these designs to a whole new level with the groundbreaking innovations of X-BIONIC. The PUMA | X-BIONIC collection sets new modern and contemporary standards that drive international athletes on their way to new heights of performance." Commented Donat Brandt, President and member of the jury from the PLUS X AWARDS.

“The award win is a clear signal that we succeed again in creating outstanding innovation and this prize represents the potential of our collaboration. We had no doubt that this collaboration with PUMA would be award-winning,” said Prof. Dr. Bodo W. Lambertz, Founder of X-BIONIC®.

“We have been researching and developing solutions for the sports industry for over 20 years, that are based on nature. This innovation power lead to more than 800 patent registrations worldwide, more than 700 international award and test wins. Athletes wearing X-BIONIC® & X-SOCKS® in International Championships, including the Olympics, won over 1200 medals. The PUMA I X-BIONIC collection was developed to bring this best-in-class technology to the market, combining our patented technologies with the design language of PUMA,” commented Aitor Henao Soto, Head of Marketing & Communications from X-BIONIC®.

“Every one of our athletes that has tested the PUMA I X-BIONIC collection has loved it – Mondo Duplantis, Erica Kinsey, and Will Claye are amongst those who can’t seem to take it off,” mentioned Matias Infante, Head of Running and Training Marketing for PUMA. “This award is a testament to the quality, innovation, and technology of our performance products.”

Keep performing under all conditions with the PUMA by X-BIONIC® award-winning collection, which is now available in selected PUMA Stores worldwide, on PUMA.com, and on X-BIONIC.com.

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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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

X-BIONIC®: "Turn Sweat Into Energy."

X-BIONIC® is an innovation leading Sports brand worldwide with more than 20 years' experience in Research & Development, 100% engineered and designed in Switzerland. With over more than 800 international patent registrations that lead us to more than over 700 International Awards transformed in more than 1200 medals in International Championships including Olympics, X-BIONIC® is the leader in technical sportswear and has been named the "Most Innovative Brand" eleven years in a row. Bionics means learning from nature. X-BIONIC® means to surpass nature. Through observing the natural world, X-BIONIC® transfers the knowledge of millions of years of evolution into technical solutions for performance enhancing functional clothing. X-BIONIC® engineers, athletes and designers, work together using inspiration from the natural world to create the optimal interface between the human body and sport. "Sweat is too precious to waste." With X-BIONIC® you "Turn sweat into energy." Our patented technologies allow you to train longer, safer and more comfortably in any condition. Our scientifically proven thermoregulation technology optimizes body core temperature allowing athletes to perform at their absolute best. The Swiss precision of our High-functional products, and the innovative power of our Research & Development, is based and headquartered in Wollerau, Switzerland.