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PRODUCT BRIEF



PUMA INTRODUCES THE AUDACITY PACK FOR AUDACIOUS BALLERS

Herzogenaurach, Germany, 3rd April 2025 — Global sports company PUMA has today unveiled the Audacity pack – for those that live for the moments that matter. The new pack is set to be worn by the likes of Neymar Jr., Jack Grealish, James Maddison, Caroline Weir, Fridolina Rolfö, Ingrid Engen and Xavi Simons, players that leave their fearlessness out on the pitch for the world to see.

When every game feels like a final, these boots are your license to thrill, whether that means sending defenders to the shops or scoring screamers under the lights. Playing it safe? Overrated. End-of-season glory? Yours for the taking. Featuring fresh new takes on the FUTURE, ULTRA and KING silos, all playstyles are covered, ensuring every baller can channel their inner audacity. The final games of the season are all about taking chances, risking everything and regretting nothing, with seasons defined by the small moments it's time to show the world what you've got.

The next-gen FUTURE 8 features all-new tech upgrades to give players the tools to play with freedom and unleash their creative instincts. The color of the Audacity edition does its name

justice, with a vibrant yellow base complete with pink, white and black detailing on the upper – guaranteeing players stand out from the crowd.

The FUTURE 8 features a FUZIONFIT³ upper, wrapping the foot like a second skin, offering a snug, cushioned fit without limiting explosivity. A textured high-density mesh layer with GripControl Pro adds grip and control, whilst the all-new FLEXIGILITY outsole for 360-degree agility ensures movement between the lines and creating without constraints.

The ULTRA 5 features dark grey base color with touches of yellow and pink that feels like a finely tuned machine, giving you a boot made for speed based on engineering insights from PUMA Motorsport. The ULTRA 5 is available in two versions. The ULTIMATE edition features a brand new SPEEDSYSTEM outsole, and the ULTRA 5 CARBON features a special Carbon version of the outsole. Both versions of the ULTRA 5 give you an explosive base to be rapid off the mark and dangerous on the pitch as the FastTrax stud design provides multidirectional traction.

The new KING Audacity edition looks like the boss. A boot worn by Kings, the new edition features a classy silver base with pops of black and pink. It's clear that there's a new wearer of the crown when you take to the pitch in the KING. The non-animal-based K-BETTER™ upper material offers a new and improved take on the signature KING touch, comfort, and durability, whilst the GRIPCONTROL 3D structure on the medial side enhances ball control.

All three silos feature both a unisex fit and women's fit. The women's fit features a slimmer fit tailored to the anatomy of a woman's foot and is designed to enhance comfort and performance for women playmakers to be able to perform at their best. It's built different, for women who make a difference on the pitch.

The Audacity pack is available on pre-sale from April 3rd in PUMA stores, at PUMA.com, and at specialist retailers with global release from April 10th.

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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 75 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.