



PRESS RELEASE



PUMA AND AC MILAN CELEBRATE CULTURE AND INCLUSIVITY WITH THE BRAND-NEW 2023/24 THIRD KIT

Herzogenaurach, Germany, August 17th, 2023 — Global sports company PUMA and AC Milan, proudly introduces the new AC Milan Third kit for the 2023/24 season. The bespoke design represents a groundbreaking celebration of inclusivity, aiming to unite the unique and diverse generation of Rossoneri fans across the globe.

The kit color combination celebrates the culture of inclusivity and diversity that has been at the heart of AC Milan since day one. A long-standing commitment to inclusivity that is encapsulated in the Club's RespAct manifesto, which aims to promote the values of equality, diversity, inclusion and consists of a series of initiatives that implement the Club's commitment to fight against all forms of prejudice and discrimination.

The new Third kit features a unique ravish, fizzy lime, white, royal sapphire and majestic purple color combination and is beautifully complemented with a sleek monochrome rendition of the iconic club badge, a nod to AC Milan's illustrious heritage.

“The shared rich history between PUMA and AC Milan is embodied in the spirit of football”, said *Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel*. “Our latest kit pays tribute to the fans - a unifying symbol that encapsulates not just their unwavering devotion to the club, but also their love for the unique and unconventional. This jersey is a testament to the power of sport in bridging cultural divides.”

Casper Stylsvig, Chief Revenue Officer of AC Milan, commented, “This Third kit is more than just a football jersey. It truly stands as a symbol of inclusion, celebrating the power of diversity with its unique design and colors. We are proud to launch this kit with our long-standing partner PUMA and to provide our fans with a fantastic looking jersey, which does not just allow them to show support for their favorite team, but also to make them feel proud of their identity.”

The new Authentic jersey features cutting-edge technology to provide optimal performance and comfort on the pitch. Engineered with ULTRAWEAVE fabric, the kit boasts a structured, 4-way stretch design that reduces weight and friction, allowing players to move freely and comfortably. The dryCELL technology integrated into the fabric is designed to keep your body free from sweat.

The Replica version is made with 100% recycled polyester and equipped with dryCELL sweat-wicking technology to keep you dry and comfortable throughout the 90 minutes and beyond – no matter the time, pitch, or place. Both jerseys are made with 100% recycled materials, excluding the trims and decorations as a step toward a better future.

To celebrate the launch of the new AC Milan Third kit, custom Octane and Fennec decals based on the AC Milan Third kit design, PUMA themed wheels and a PUMA player banner will be available in the popular sports action game Rocket League from August 24th through to September 5th.

The new Third kit will debut on the weekend of September 24th when AC Milan take on Hellas Verona at the San Siro in the second Home game of the season.

Celebrate inclusivity and passion for the unconventional with the 2023/24 AC Milan Third kit available from August 17th at PUMA stores, PUMA .com, the AC Milan store at the AC Milan Stadium, store.acmilan.com and at select retailers worldwide.

Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

ABOUT ROCKET LEAGUE

Winner or nominee of more than 150 "Game of the Year" awards, Rocket League is one of the most critically acclaimed sports games of our generation. Rocket League is a high-powered hybrid of arcade-style soccer and vehicular mayhem with easy-to-understand controls and fluid, physics-driven competition. Available on Nintendo Switch™, PlayStation®4, PlayStation®5, Xbox One, Xbox Series X|S, and PC on Epic Games Store, Rocket League includes nearly endless customization possibilities, online Ranks and Competitive Tournaments, a fully featured offline season mode, multiple game types, casual and competitive online matches, and special "Mutators" that let you change the rules entirely.