



**FOREVER.
FASTER.**

PRODUCT BRIEF



LIGHT UP THE PITCH WITH THE ENERGY PACK

Herzogenaurach, Germany, August 3rd, 2023 — Global sports company PUMA has today launched the Energy Pack, inspired by the energy brought to the pitch by PUMA's next generation hot-shots. The vibrant new pack features color updates to the ULTRA, FUTURE and KING.

This season, PUMA gives their signature football boots bold color updates to match the new energy brought to the pitch by their leading young players. Think: Johan Bakayoko, Xavi Simons, Julio Enciso, Kevin Schade, Jess Park, Olivia McLoughlin, George Hall, Omari Hutchinson, and Jessica Naz. The future is bright and so is the Energy Pack.

The new remastered ULTRA is armed with a completely new lightweight ULTRAWEAVE upper to push the limits of speed. The new upper takes PUMA's signature speed to the next level with the application of PUMA's PWRTAPE technology that draws from the anatomy of the human foot to provide optimal lightweight support in key areas of the foot for added stability and a locked in fit to perform quick cuts and explosive movements.

The ULTRA also features an explosive Dual-Density SPEEDPLATE for next-level traction. The result is a more dynamic plate and a more reactive toe box that provides added propulsion and energy transfer when going from 0 to fast.

Pushing the boundaries of what can be done on the pitch, the latest edition of the FUTURE features a FUZIONFIT360 dual mesh upper and integrates PUMA exclusive PWRTAPE technology to enhance support for a space-age adaptive fit, letting you play with or without laces.

Allowing athletes to unlock their creativity, the FUTURE features engineered 3D textures at key contact zones optimized to enhance ball grip and control during passing, dribbling, and finishing. The FUTURE also utilizes a Dual-Density Motion System outsole with a split composition designed for ultimate traction and stability.

Built to be the King of Control, the PUMA KING features a non-animal-based K-BETTER™ upper material - taking the signature KING touch, comfort, and durability to the next-level, whilst maximum maneuverability is achieved through a lightweight outsole with external heel counter and integrated stability spine.

To celebrate the launch of the Energy Pack PUMA spent the day with PSV Eindhoven and Belgian International Johan Bakayoko, who shared a typical day in the life of one of PUMA's next-gen ballers.

Unleash your energy with the Energy Pack featuring vibrant editions of the ULTRA, FUTURE and KING available from August 3rd at PUMA.com and 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.