

PRESS RELEASE



PUMA UNVEILS SUPER-POWERED COLLABORATION WITH ZAG HEROEZ *MIRACULOUS™* - TALES OF LADYBUG AND CAT NOIR



Herzogenaurach, Germany; April 20, 2023 – PUMA teams up with Ladybug and Cat Noir, the protagonists of the global hit animated TV series ZAG Heroez *Miraculous™* - Tales of Ladybug and Cat Noir, to present a new collection for kids, inspired by the teenage Parisian superhero duo.

The heroic PUMA x *Miraculous™* collab includes apparel and footwear, featuring dynamic cutlines, active-inspired elements, and authentic graphics from the popular series.

Fusing PUMA's functional tailoring with the show's signature animated style, the collection's **Leggings, Shorts, Skirt and Cap** are adventure-ready, adorned with co-branded PUMA and *Miraculous™* logos.

Footwear styles span silhouettes from the court and track including the Slipstream, Rider FV, and Popcat, featuring spot-on patterns and gradient schemes. Meanwhile, the titular characters Ladybug and Cat Noir receive their very own RS-X models, inspired by their own dynamic and unique superhero personas.

The PUMA x Miraculous™ Collection is available starting April 21, 2023, from PUMA flagship stores, PUMA.com, and selected retailers.

Notes to editors:

Miraculous™ – Tales of Ladybug and Cat Noir is now in its fifth season, scoring top ratings in more than 120 countries around the globe across multiple traditional media outlets and streaming platforms; and the US\$100 million+ animated feature, *Ladybug and Cat Noir: The Movie*, will launch this year. With broad appeal across age demographics, *Miraculous™* has become a digital planetary craze with over 33 billion views on YouTube (authorized and user-generated content).

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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 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

About *Miraculous™* - Tales of Ladybug & Cat Noir

Miraculous™ - Tales of Ladybug & Cat Noir continues to be everyone's favorite superhero story and has been ranked by IMDB among the Top 10 Best Animated Shows in the last 20 years (September 2020). Available in over 120 countries, season five of the series started to roll out in fall 2022, to be followed by the highly anticipated \$US100M+ animated feature supported by several yet unannounced cobranded partnerships with some of the most influential companies across the globe. With a core audience of 52% girls and 48% boys ages 6-12, and a massive fan base of young adult "*Miraculers*," (ages 15-25), *Miraculous* has become a digital planetary craze with over 33 billion views on YouTube (authorized and user-generated content); over 200 million downloads of the official app; and over 550 million+ plays on Roblox. Over 280 million products have been sold and retail sales have surpassed US\$1B worldwide to date. *Miraculous* is the winner of 31 awards including finalist for Best Licensed Brand among perennial classics in the Licensing International Excellence Awards, 2022; and Best Animated Series in the Kids Programming category at the 2023 Kidscreen Awards.

The 3D-CGI-animated superhero aspirational action-comedy series *Miraculous™* - Tales of Ladybug & Cat Noir, created by ZAG and co-produced with Method Animation (Mediawan Kids & Family), follows the adventures of two seemingly typical teens with secret identities, Marinette, and Adrien, who magically transform into superheroes, Ladybug and Cat Noir. As secret superheroes, Ladybug and Cat Noir are partners in the action. But in the daytime, Marinette is just a normal girl, living a normal life. Cat Noir will do anything to support and impress Ladybug but does not know this is Marinette from his class. Marinette, the regular girl, in turn dreams of Adrien and simply gets little response. When evil threatens Paris, their beloved City of Lights, can they beat the unexpected villains?

About ZAG

ZAG is a global independent entertainment studio specializing in world-class storytelling across TV, film, and digital platforms. ZAG's foundation is rooted in compelling characters, limitless imagination, and masterful storytelling infused with original musical scores. The company is home to world-class entertainment properties under the ZAG HEROEZ label, including *Miraculous™ - Tales of Ladybug & Cat Noir* as well as *Ghostforce* (2021). ZAG is also currently in production on *Melody*, an animated feature to star Katy Perry; and recently signed a 10-movie deal with Cross Creek Pictures. Visionary director and composer Jeremy Zag founded the ZAG Kids and Family Entertainment Group in France in 2009, further expanding the company to the USA in 2012 with the Global Brand Franchise office in Santa Monica, California. ZAG now has offices in Paris, London, Montreal, Santa Monica, Miami, Mexico, Frankfurt, Tel Aviv, Frankfurt, Dubai, and Shenzhen. The company's Consumer Products Division, helmed by Julian Jacob ZAG, EVP, Global Operations and Head of Consumer Products, includes the licensing and merchandising, gaming, promotions, and toy groups, and focuses on developing products and experiences beyond the screen into brands that inspire the new generation to discover their true character. <https://www.zag.com>

About Method Animation

Part of Mediawan Kids & Family, multi-award-winning TV production company Method Animation has a solid expertise in producing in-house innovative and ambitious 3D-CGI and hybrid animated concepts for a large number of international broadcasters. Method Animation has developed series adaptations of renowned intellectual properties and critically-acclaimed TV series, including *Miraculous: Tales of Ladybug and Cat Noir* co-produced with ZAG (4 seasons), *Iron Man* (co-produced with Marvel), *Robin Hood – Mischief in Sherwood* (3 seasons), *The Enchanted Village of Pinocchio* (co-produced with Palomar) and upcoming 3D CGI series *Petronix Defenders*.