



PRESS RELEASE



PUMA & AC MILAN REVEAL STYLISH NEW FOURTH KIT IN COLLABORATION WITH PLEASURES FOR THE 23/24 SEASON

Herzogenaurach, Germany, February 8th, 2024 —Global sports brand PUMA together with AC Milan and Los Angeles' streetwear innovator PLEASURES have revealed the 23/24 AC Milan Fourth kit. The new kit features two iterations that blend punk, metal, and grunge influences of the LA streetwear brand with the intricate beauty of Milan's gothic architecture.

Street-smart meets match-ready in the AC MILAN x PLEASURES collaboration with the kit arriving in two contrasting shadowy colourways, symbolizing the transition from dusk to dawn (black and pristine), allowing fans to embody the AC Milan spirit from day to night, and across continents from Milan to Los Angeles.

Reflecting the ever-evolving Milanese lifestyle, the design of the kit's interplays with the city's iconic periods of the day — the serene dusk and the awakening dawn and is encapsulated into the Fourth Kit campaign concept, "Out of the Shadows". The colorway's not only represent the different times of the day in Milan but also connect with the global fanbase, embracing the Rossonero way of life wherever they are. Adding an extra layer of innovation, both versions of the Fourth Kit feature reflective logos, a first for AC Milan.

The iterations of the kit were unveiled yesterday in Milan during an exclusive event in collaboration with Slam Jam during which AC Milan players, VIPs, and media had the opportunity to see the jerseys for the first time. Simultaneously, the kits were also revealed in Los Angeles through a guerrilla posting activity.

For the first time in the Club's history, the two distinct iterations of the Fourth Kit will be used in separate games. In the Home match against Napoli, on February 11th, the players will don the black version, while the goalkeeper will sport the pristine version, creating a visually stunning contrast on the pitch. In the Away game against Monza, on February 18th, this dynamic will be reversed. The ground-breaking design and innovative concept extend to AC Milan's women's team, who will proudly wear the Fourth Kit in the Derby against Inter on 17 February.

Olivier Giroud, AC Milan striker and PUMA ambassador, commented on the new Fourth Kit: "I am excited to be wearing this great looking kit on the pitch. It is unlike anything I have seen before with two versions that can be used by both the goalkeeper and the players. This shows the creativity and innovation of PUMA, AC Milan, and PLEASURES, creating a kit with a cutting-edge design and an amazing concept that truly captures the essence of AC Milan's legacy and ambition."

Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel, said "Working on this kit allowed us to creatively merge Milan's iconic street style with PLEASURES' distinct edge. We aimed for a design that resonates with both the LA and Milan vibe and AC Milan's storied history. The collaboration was an opportunity to push the boundaries of traditional kit design, ensuring that every element is infused with innovation, culture and the Club's global footprint."

Maikel Oetle, Chief Commercial Officer of AC Milan, added: "This ground-breaking kit from our partner PUMA in collaboration with PLEASURES showcases PUMA and AC Milan's commitment to pushing boundaries in both fashion and sports, offering fans a visually immersive experience that goes beyond the traditional realms of football attire. The two iterations of the kit not only reflect the Club's bold identity but also unite our heritage and our future, merging gothic

architecture and monuments of Milan, with an extremely innovative design, including elements that are revolutionary for us, such as the reflective logos.”

“AC Milan is a globally iconic team. Growing up in an Italian American neighborhood, ACM was the only team that mattered. My life comes full circle as now my brand PLEASURES gets to create in collaboration with PUMA,” said *Alex James, PLEASURES Co-Founder*.

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 similarly 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.

The PUMA x AC Milan x PLEASURES Fourth kit will be available at PUMA stores, on PUMA.com and in all AC Milan Official Stores, on store.milan.com and at select retailers globally from February 8th.

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PUMA

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