



PRESS RELEASE

PUMA renews and strengthens its partnership with Ferrari

Herzogenaurach, September 17, 2023 – Sports company PUMA has signed a multi-year extension of its partnership with Scuderia Ferrari, and will enjoy greater visibility as a Premium Partner starting next year.

In the coming years, PUMA will continue to be the licensing partner for Ferrari-branded products and the supplier of team and race wear for Ferrari in Formula 1.

The renewal of the partnership and licence agreements continue the successful collaboration between PUMA and Ferrari, which first started in 2005.

"Since 2005, PUMA has the ambition to be the best brand partner for Scuderia Ferrari. We have celebrated many successes and the passion for Ferrari with the millions of tifosi worldwide over the past two decades. I'm very excited that we will further deepen our strong partnership by not only prolonging our partnership but further extending the scope of our collaboration," said Arne Freundt, PUMA CEO.

"Our longstanding journey with PUMA is a testament to an enduring trust and synergy to continue to embrace new opportunities together," said Benedetto Vigna, Ferrari Chief Executive Officer. "As leaders in our respective fields, we are ready to support each other, demonstrating an unwavering commitment to offer increasingly engaging experiences for our tifosi and brand lovers".

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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.