

## PRESS RELEASE



### **PUMA OPENS DOORS TO NEW NORTH AMERICAN HEADQUARTERS IN SOMERVILLE, MASS.**

*Move unifies two North America offices and provides flexible work environment*

**Somerville, Mass. – (November 4, 2021)** – Global sports brand PUMA has officially opened its new North America headquarters at Assembly Row in Somerville, Mass., bringing together the company's approximately 450 employees from its two former offices in Boston and Westford, Mass.

The new headquarters, located at 455 Grand Union Blvd., offers 150,000 square feet of flexible office space. This provides PUMA with room to grow its business, while the attractive work environment will help the company attract the best new talent.

"To support PUMA's continued growth, fueled in large part by the North American market, we focused on creating a space that reflects our 'Forever Faster' mentality. We put creativity and innovation at the forefront, bringing together our entire North American team to collaborate and propel our brand forward," said Bob Philion, president of PUMA North America. "I'm thrilled to celebrate this exciting next chapter of PUMA's history as one collective team and look forward to continued success for the company here in Somerville and around the globe."

The new site also offers a 19,000-square-foot roof deck, complete with a dining area and art installations. The facility provides employees access to a state-of-the-art fitness center, an on-location kids room for children visiting the office, bike storage, a 2,300-square-foot balcony and close proximity to Assembly Row's abundant dining, shopping and health and wellness benefits.

"Operating in a product-driven industry, it's crucial we bring together the best possible team of creative thinkers in a space that fosters diversity of thought and innovation — PUMA's new North American headquarters does just that," says Adam Petrick, Global Director of Brand and Marketing at PUMA. "Being more deeply ingrained in such an important footwear design ecosystem provides a competitive advantage, bringing out the best in our current team, while allowing us to recruit new talent to support our continued growth."

The headquarters was designed by global architecture, design, and planning firm, [Gensler](#), and constructed by a leading New England construction management firm [Timberline Construction](#). A long-term lease for the space has been negotiated with developer and landlord [Federal Realty Investment Trust](#). [Cushman & Wakefield's](#) Michael Joyce represented PUMA in lease

negotiations; the firm's Mary Kay Smith and Alec White represented PUMA throughout project execution phases.

Across the globe, PUMA has seen strong growth in recent months, driven in large part by increased demand for the brand in the North American and Latin American markets. In PUMA's third quarter, the Americas reported the strongest sales growth of 31.2% (currency adjusted).

The company also continues to focus on its eight strategic priorities, one of which is reaffirming its commitment to the North American market by re-entering into basketball, and focusing on local relevance and sustainability.

Since the beginning of the COVID-19 pandemic, the health and safety of PUMA employees and their families has been the main priority. As employees return to the office, PUMA is continuing to follow all CDC, state and local guidelines.

To learn more about PUMA North America careers, [visit our website](#).

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**PUMA**

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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. [www.about.puma.com](http://www.about.puma.com)