



PRESS RELEASE

INTRODUCING THE NEXT GENERATION: PUMA SIGNS ROMEO BECKHAM AS LATEST PUMA FUTURE Z ATHLETE

Herzogenaurach, Germany, December 23rd, 2021 — PUMA has signed a long-term partnership with Romeo Beckham. Romeo is currently preparing for his second season in professional football after signing with Fort Lauderdale CF, a USL League One side and reserve affiliate of Inter Miami CF, earlier this year.

Romeo represents both football performance and creative culture. His passion and commitment to the game is complemented by his energy and style off the pitch and the combination is something that PUMA are excited to be part of.

Romeo, 19, will be wearing the PUMA FUTURE Z 1.2 football boots: "The FUTURE Z boots match my game perfectly. They're light so that I can use my pace and agility, but they also grip the ball amazingly so I can dribble and pass effectively. I love the colours of the Under the Lights pack, which combine my passions of fashion and football."

Inspired by several role models in the game, Romeo reflected:

"Neymar is amazing and I love to watch him play, he messaged me when he saw me wearing Puma... this made my day.

Thierry Henry has always been one of my favourite players, some of the goals he scored were unbelievable.

If there were two players I'd love to have the ability of, it would be Thierry and of course my Dad!"

Ben Hughes, General Manager of PUMA UKI, said: "We are delighted to welcome Romeo into the PUMA family. We're excited for Romeo as he prepares for a new season as an elite athlete and look forward to supporting his journey. Romeo adds a new voice to the way we shape football culture and build connections with our customers supporting our brand message of Faster Football and the ideal of driving change in the game."

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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 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. <https://about.puma.com/>