



PRESS RELEASE

PUMA AND UKRAINE ATHLETICS FEDERATION UNITE FOR APPAREL AND FOOTWEAR SPONSORSHIP

Herzogenaurach, Tuesday 15 August, 2023

Sports company PUMA has announced a deal to become the official apparel and footwear sponsor of the Ukraine Athletics Federation.

The announcement comes ahead of the highly anticipated World Athletics Championship in Budapest, where fans will be able to see Ukrainian athletes, including reigning European Indoor High Jump Champion Yaroslava Mahuchikh, compete in kit emblazoned with the famous PUMA cat.

"We are proud to be supporting the Ukraine Athletics Federation in pursuit of their goals at the World Athletics Championship and beyond," said Pascal Rolling, Head of Sports Marketing at PUMA.

A spokesperson for the Ukraine Athletics Federation added: "We are pleased to have found a new partner in PUMA, a brand we know can help us achieve our ambitions and reach new heights in the world of athletics, starting this week in Budapest."

The World Athletics Championship Budapest 2023 will take place from 19-27 August.

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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.