



## **PUMA: CELEBRATING OVER A DECADE IN AFRICA**

### **1997**

-PUMA signs Cameroon.

### **1999**

-PUMA signs Egypt

-PUMA signs Cameroon player, Samuel Eto'o.

### **2000**

- Cameroon wins the African Cup of Nations.

- Samuel Eto'o is voted the Confederation of African Football's 'Young African Player of the Year'. (

- Cameroon wins Gold in the Olympic Games.

### **2002**

- PUMA signs Tunisia.

- Cameroon wins the African Cup of Nations in sleeveless shirts. The kits are subsequently banned by FIFA prompting PUMA to add black sleeves to their jerseys.

### **2004**

- PUMA signs Mozambique.

- The Cameroon one-piece UniQT is introduced at the African Cup of Nations. Due to the UniQT kit, a 6 point deduction from Cameroon's 2006 World Cup Qualification was repealed by FIFA.

- PUMA team Tunisia wins African Cup of Nations, ahead of fellow participating PUMA teams Cameroon and Egypt.

- Samuel Eto'o is voted the Confederation of African Football's 'African Player of the Year'.

### **2005**

- PUMA signs Ivory Coast, Senegal, and Togo.

- PUMA enters into partnership with United for Africa, a campaign of over 30 aid organizations aiming to improve living conditions in Africa.

- Samuel Eto'o is voted the Confederation of African Football's 'African Player of the Year'.

### **2006**

- PUMA signs Angola and Ghana.

- PUMA team Egypt wins African Cup of Nations. Other PUMA teams participating: Angola, Cameroon, Ghana, Ivory Coast, Senegal, Togo and Tunisia.

- PUMA signs Ivory Coast player Emmanuel Eboue.

- PUMA launches the v1.06 concept with an African inspired global marketing campaign. (

- All African participants at the World Cup, Angola, Ghana, Ivory Coast, Togo and Tunisia, were sponsored by PUMA.



### **2007**

- PUMA signs Morocco and Namibia.
- PUMA begins a long-term partnership with Peace One Day, an organization that declares September 21st an annual day of global ceasefire and non-violence.

### **2008**

- PUMA is the leading supplier of the 2008 African Cup of Nations, outfitting nine of the sixteen teams.
- Egypt wins African Cup of Nations - the 6th time a PUMA Team wins the title.
- PUMA.Peace and the global organization Peace One Day celebrates the "International Day of Peace" on September 21st.
- PUMA.Peace and One Day One Goal facilitates over 400 peace games played in Africa and across the globe.
- PUMA produces 150,000 pieces using African cotton to support local farmers.
- PUMA introduces Fair Trade certified footballs to endorse a campaign focusing on the prevention of juvenile delinquency in South Africa.
- The launch of PUMA.Creative Mobility Award program sends over 220 artists and art professionals to important African cultural events.

### **2009**

- PUMA.Creative launches a social network for African artists, Creative African Network. To learn more visit [www.creativeafricanetwork.com](http://www.creativeafricanetwork.com).
- PUMA CEO, Jochen Zeitz announces the Zeitz Foundation – an intercultural ecosphere safety foundation in Kenya.
- PUMA and Peace One Day host "One Day One Goal" football matches in all 192 UN member states, including 52 countries in Africa.
- PUMA partners with Africa Express and awards 125 African musicians with Mobility Grants to participate in the concert in Paris, France.
- PUMA produces 1 million pieces using African cotton, supporting local farmers.
- PUMA launches the v1.10 product line inspired by African football. It is supported by the Love = Football campaign set in Africa and features African football stars such as Samuel Eto'o, Emmanuel Eboué, John Mensah and Chinedou Obasi.