

Herzogenaurach, Germany – 13, November, 2017

PUMA® AND MERCEDES-AMG PETRONAS MOTORSPORT TAKE ANOTHER LAP

SUCCESSFUL FORMULA ONE PARTNERSHIP IS RENEWED

~~LETTER~~
~~FAX~~
PRESS RELEASE
~~MEMO~~

Global sports brand PUMA® announced today an extension of their successful partnership with the 2017 FIA Formula One World Constructors' Champions*. Effective from January 2018, PUMA will continue to be the official supplier of technical race gear and an official licensee of footwear, apparel and accessories for Mercedes-AMG Petronas Motorsport. The brand will also extend its licensed rights for team replica and fan gear through its sports merchandise company, Branded.

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"PUMA is very proud of its long legacy in Motorsport, which has been built on global partnerships with the fastest teams in F1. We are extremely happy to have extended our partnership with Mercedes-AMG Petronas Motorsport," said Björn Gulden, CEO for PUMA. "It's been a fantastic season for the team and we are committed to continuing to push ourselves further than ever to bring them the best performing footwear, apparel, and accessories."

Rights free content from the event can be downloaded from PUMA's Press Centre at news.puma.com

The relationship between PUMA and Mercedes-AMG Petronas Motorsport began in 2012 and has seen much success and excitement both on and off the track over the last 5 years. Team drivers, including the 2017 World Champion* Lewis Hamilton and Valtteri Bottas, currently third in the World Championship, will continue to wear PUMA race wear head to toe, including lightweight race suits and fireproof footwear. All technical pit personnel will also wear PUMA's latest innovations in performance racewear. Team fans and motorsport enthusiasts alike will be thrilled by PUMA's extremely stylish Mercedes-AMG Petronas Motorsport lifestyle collection.

*Subject to official confirmation by the FIA of the results of the 2017 FIA Formula One™ World Championship

"PUMA has been a key performance partner for our team," said Toto Wolff. "Our drivers are geared with the highest performing race gear available, giving them confidence on the track. We are thrilled to continue this relationship with PUMA."

PUMA Mercedes-AMG Petronas Motorsport products are available worldwide on puma.com. Look for updates on the brand and our teams on Instagram and facebook @pumamotorsport.

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#GearedForFaster

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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 over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>