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## PUMA AND SENEGAL FOOTBALL ASSOCIATION ANNOUNCE LONG-TERM PARTNERSHIP

~~LETTER~~  
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~~MEMO~~

### PARTNERSHIP WILL START FOR THE WORLD CUP 2018

#### MEDIA CONTACT

INTERNATIONAL PR  
LANFREY JULIEN  
Julien.lanfrey@puma.com

PUMA and the Senegalese Football Association (Fédération Sénégalaise de Football, SFA) today, mutually announced a long-term agreement that will see the "Lions of Teranga" outfitted in the PUMA brand beyond the 2018 FIFA World Cup in Russia.

The Senegal National Team, will debut its new PUMA kit and training line in the upcoming FIFA window in March. They will be seen on the world's stage at the 2018 World Cup in Russia, which will be the second time in the history that Senegal will play a World Cup.

"We are delighted to welcome Senegal back to the PUMA Family again. They are a great team with many promising talents who stood out during the qualification for the World Cup. With PUMA's long history in African football and the characteristics of the Lions of Teranga with their style of play and joyfulness, it is a perfect fit to PUMA and our Forever Faster positioning" said Bjørn Gulden, Chief Executive Officer for PUMA.

"I am pleased to confirm our partnership with PUMA. They represent a major international brand and we already know their professionalism and their commitment for African Football. We are looking forward to playing with our new kits." Said Augustin Senghor, President of the Senegalese Football Association.

The Senegal National Team, nicknamed the Lions of Teranga, will debut its new PUMA kit and training line in the upcoming FIFA window in March.

The Senegal National Team joins the roster of federations like The Football Associations of Italy, Switzerland, Austria, Cameroon, Ivory Coast, Ghana and Czech Republic. PUMA Football clubs, including Borussia Dortmund, Arsenal FC and soon Olympique de Marseille are also part of PUMA's portfolio, as well as some of the world's best players such as Antoine Griezmann, Olivier Giroud, Sergio 'Kun' Agüero, Cesc Fàbregas, Mario Balotelli, Hector Bellerin, Marco Reus, Julian Weigl, Gianluigi Buffon and Yaya Touré amongst others.

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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>.