



PUMA AND AC MILAN ANNOUNCE LONG-TERM PARTNERSHIP

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PARTNERSHIP WILL START FOR 2018/19 SEASON

PUMA and Italian Serie A football club AC MILAN have today announced an official long-term partnership, that brings together two of the most passionate, iconic and ambitious brands in Football industry.

Effective 1st July 2018, PUMA will become the official partner of AC MILAN and the global technical supplier and official licensing partner of AC MILAN.

AC MILAN is one of the most legendary and iconic football clubs in the world, with great support from some of the most devoted fans. Through its 119- year-old heritage, AC MILAN won 18 international titles, including 7 UEFA Champions League™ titles. AC MILAN is the most successful Italian club at an international level and one of the best in Football history. The new owner has started an ambitious plan to perform at top level.

Bjørn Gulden, Chief Executive Officer of PUMA said: "We are very proud to be partnering with AC Milan. They are one of the most successful clubs in the Football history with a large, global fan base and the team and their fans show the true spirit of football. If you ask me, the Rossoneri jersey is one of the most iconic jerseys in football. We are looking forward to the next chapter of this legendary football club being with PUMA."

Marco Fassone, AC Milan Chief Executive Officer said: "I am very pleased to announce our partnership with PUMA, to whom we're bound by mutual esteem and by our common passion for sports and football values. They represent a major international brand and we'll be proceeding together in the next few football seasons in our strategic pathway striving to reach new and extraordinary goals off and on the pitch."

Lorenzo Giorgetti, AC Milan Chief Commercial Officer said: "We are very proud of the agreement signed with PUMA and look forward to starting this new adventure together. PUMA's mission, quite clearly expressed in the brand positioning with the claim "FOREVER FASTER", perfectly combines with the ambitions of our Club on the

pitch and in the commercial development, where PUMA will accompany us as an ideal partner to face the forthcoming challenging football seasons.”

AC MILAN joins an impressive roster of PUMA Football clubs, including Borussia Dortmund, Arsenal FC. The Football Associations of Italy, Switzerland, Austria, Cameroon, Ivory Coast, Ghana and Czech Republic and soon Senegal 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.

PUMA is defining itself as the clear game changing football brand and the company and AC MILAN will work together to bring further innovation into the sports brand's performance apparel range.

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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>.