



PRESS RELEASE

PUMA AND LEGA SERIE A ANNOUNCE A NEW LONG-TERM PARTNERSHIP

Herzogenaurach, Germany, March 7th, 2022 — Global sports company PUMA and Lega Serie A have today announced a new long-term partnership. PUMA becomes the league’s official technical partner from the start of the 2022/23 football season and will be the official match ball provider for all games in Serie A, Primavera 1 competitions, the Coppa Italia, Supercoppa and eSerie A competitions.

With a total audience of over one billion viewers in close to 200 countries annually and with over 21 million social media followers across all platforms, Serie A is one of the most watched leagues in the world. The competition is home to some of the most popular teams and players in the game. PUMA is already active in Italian football through iconic teams such as AC Milan and US Sassuolo and over the years has partnered with beloved players that include Diego Armando Maradona, Giorgio Chiellini and Gigi Buffon.

The exciting new partnership adds to PUMA’s existing LaLiga collaboration and significantly expands PUMAs on pitch visibility and strengthens its position as a leading football brand.

The partnership paves the way for a new era in Lega Serie A. One that will be amplified through PUMA’s Faster Football platform that focusses on performance, innovation and culture. A mission that aligns perfectly with the ambitions of Lega Serie A and their aim to be the world’s most beautiful league, promote social responsibility and drive innovation on and off the pitch. Reflected in Lega Serie A’s Mantra ‘We are Calcio’.

Defined by its history, legacy and passion that follows it all over the world. Serie A is considered one of the most tactical leagues around the globe and is the perfect stage for PUMA to help drive the next chapter in Lega Serie A football.

“PUMA is very proud to partner with Lega Serie A and we look forward to many exciting football seasons together,” said *Manolo Schuermann, Head of Sports Marketing Teamsport*. “The

partnership gives PUMA the platform to promote the brand in one of the world's elite football leagues and will be rooted in collaboration and ambition. This mindset will allow us to produce great product, storytelling and commercial campaigns. We have always been deeply rooted in Italian football and now look forward to creating another legacy together with Lega Serie A."

"We are extremely proud to announce this partnership," said *Luigi De Siervo, Lega Serie A CEO*. "The link with a brand of international recognition such as PUMA demonstrates the importance and reputation of Lega Serie A at a global level and offers a greater level of visibility for our brand. By choosing PUMA we will guarantee both the highest technical standards for all our competitions and a style in line with the fashion trends of the young generations. This agreement also guarantees continuity in the centralized marketing operations of Lega Serie A and confirms the willingness of the Clubs to work together for the enhancement of our product."

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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 more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>