



PRESS RELEASE

PUMA and Borussia Mönchengladbach extend partnership

Herzogenaurach, Germany, May 27, 2022 - Sports company PUMA and German football club Borussia Mönchengladbach have signed a new long-term contract to extend their partnership which started in 2018.

PUMA will continue to equip all men's, women's and youth teams with jerseys, training apparel and accessories and will remain the club's official partner for replica jerseys and fanwear.

PUMA and Borussia Mönchengladbach already worked together from the 1960s until 1992, a very successful period in the club's history in which the team won eight titles (five German league titles, two UEFA Cups and one DFB Cup).

"PUMA and Borussia Mönchengladbach share a long, successful history, which we revived in 2018," says PUMA CEO Bjørn Gulden. "We are happy that we will continue this partnership in the coming years, witness great football moments and create products that the fans love."

Over the past years, PUMA and Borussia Mönchengladbach presented exciting collections and special editions, such as a stylish black jersey to mark the 120th anniversary of the club in 2020.

For the next Bundesliga season 2022/23, PUMA once again blends the club's history with the present, presenting a traditional white jersey with a central black and green pattern in a classic style.

“Already in 2018, people at Borussia were euphoric to have PUMA back. The joy is even bigger now that we were able to agree an early and long-term extension of the current partnership,” said Stephan Schippers, CEO of VfL Borussia Mönchengladbach. “Our club has celebrated big successes with PUMA by its side. PUMA and Borussia belong together.”

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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 about 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.