



PRESS RELEASE



PUMA SHINES THE SPOTLIGHT ON WOMEN'S FOOTBALL WITH BESPOKE NATIONAL TEAM HOME KITS AND FOOTBALL BOOTS IN COLLABORATION WITH LIBERTY LONDON

Herzogenaurach, Germany, June 1st, 2022 — PUMA has today unveiled the new national team Home kits and limited edition FUTURE 1.4 LIBERTY and ULTRA ULTIMATE LIBERTY football boots in women's specific fits for the upcoming European Summer Championships in collaboration with British retail and design staple LIBERTY.

Timeless designs for fearless women. PUMA and LIBERTY make a grand entrance to this summer's tournament by adding a touch of timeless elegance to the lightest and most comfortable performance jerseys PUMA has ever made. Drawn by hand in LIBERTY'S design studio, the quintessential LIBERTY florals take to the pitch in understated tonal palettes complemented by retro-inspired graphics and oversized team emblems. The street-worthy style delivers pitch-worthy performance, worn exclusively by the Italy, Iceland, Austria and Switzerland women's teams on the biggest European stage.

The new jerseys are designed to play at lightspeed. The PUMA national team authentic jerseys are made with exclusive ULTRAWEAVE technology. An ultra-light fabric engineered for optimal performance. The 4-way stretch structure helps to enhance movement by reducing weight and

friction so you can focus on faster, stronger movement. The dryCELL moisture-wicking technology keeps you dry and comfortable in the most extreme conditions.

The replica jersey is made with 100% recycled polyester with dryCELL sweat-wicking technology to keep you dry and comfortable throughout the 90 minutes and beyond – no matter the time, pitch or place.

In addition to the new Home kits, PUMA has unveiled custom PUMA x LIBERTY editions of signature silos the FUTURE 1.4 and the ULTRA ULTIMATE football boots in women's specific fits. Both boots feature bespoke LIBERTY floral patterns and customized logos complimenting the PUMA cat and PUMA formstrip in PUMA White and Pristine colorways. The collection also features special edition ULTRA GRIP 1 HYBRID LIBERTY Goalkeeper gloves to be worn by the PUMA female goalkeepers at this summer's major tournament.

"Women's football has always been a priority for PUMA and for this summer's major tournament we have collaborated with iconic British retailer LIBERTY to produce bespoke jerseys for our female athletes to be worn on the biggest stage. Along with the custom kits all PUMA athletes will wear special edition FUTURE and ULTRA LIBERTY football boots in women's specific fits. This will also mark the first FUTURE women's specific fit, with this summer's tournament being the perfect place to debut." said Marco Mueller, Senior Head of Product Line Management Teamsport Apparel. "The specially designed high performance ULTRAWEAVE jerseys and custom women's boots are designed to give our players the extra edge this summer. Women's football is reaching new levels and now is their time."

The new Home kits and signature football boots were launched exclusively in London – the home of this summer's tournament on June 1st to celebrate women's football, hear from some of the PUMA national team players who will be at the European Championships and explore all the latest PUMA x LIBERTY products.

The PUMA x LIBERTY women's national team Home kits are available from June 13th at PUMA.com, PUMA stores and leading retailers worldwide.

Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

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/>