



PRESS RELEASE

PUMA presents Serbian pop star Teodora as a brand ambassador

Herzogenaurach, Germany, June 15, 2022 - Sports company PUMA welcomes Serbian pop star and social media influencer Teodora as a brand ambassador, who will also become a part of PUMA's "She Moves Us" communication platform.

"She Moves Us" celebrates women who move together to achieve and connect – through sport, culture, and values and tells the story of how female ambassadors were inspired to become who they are today, how they overcame challenges in their personal lives and careers and how they made it to the top in their respective fields.

"Life didn't really caress me, I had various ups and downs, but I always fought hard to be the best version of myself." - Teodora said, adding:

"Throughout my career, I advocated and fought primarily for all of us to be equal: whoever we are, whatever we are, whatever our choice is, whoever our partner is, wherever we come from and no matter what our financial status is - for me people are equal. This is how I will teach my child tomorrow, that the most important thing for human, is to be human!"

Teodora is active in her life, her workouts, and her world, whether it is music or sport. She leaves her mark and makes her move, with confidence and style, turning heads. With 1.3 million followers on Instagram, she is one of the most influential artists on social media in her home country. Serbian pop music is also growing in popularity in other markets, especially in Germany and Austria.

"By welcoming Teodora to the PUMA Family, we are reaching a large, young audience in Serbia and other European markets," said Johan Kuhlo, General Manager EEMEA Distribution at PUMA. "We are excited to work on Sportstyle and Training campaigns with her, to showcase the best of PUMA to her many followers."

Local relevance is one of the pillars of PUMA's strategy. By partnering with ambassadors that are important to local audiences, PUMA can connect with its consumers in meaningful ways.

When asked what it means for her to join the PUMA family, Teodora says:

"This is literally the most successful thing in my life, and I don't think I'm still aware of what happened to me, because, believe me, I was so small compared to what I am now."

Media Contact:

Robert-Jan Bartunek - Corporate Communications - PUMA SE - +49 9132 81 3134 –
robert.bartunek@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 about 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.