



PRESS RELEASE



PUMA AND AC MILAN LAUNCH NEW 2022/23 HOME KIT INSPIRED BY MILANESE HERITAGE, UTILIZING LOCAL MILAN TALENT TO BRING TO LIFE ‘THAT MILAN TOUCH’ CAMPAIGN

Herzogenaurach, Germany, July 4th, 2022 — Global sports company PUMA and Serie A Champions AC Milan have today launched the 2022/23 Home kit, inspired by Milanese heritage, new generations of Rossoneri and ‘That Milan Touch’.

There is nothing instant about this classic. Founded in 1899, AC Milan have been pushing the game forward ever since. Blazing trails and pushing for something greater. In 2022/23 PUMA has set out to introduce these values to the new generation of Rossoneri by letting the stripes do the talking. The result is a Home jersey that is forward-looking and everlasting – just like the Club it represents.

The black base frames the iconic black and red stripes into a progressive take on the AC Milan identity. The jersey features the Italian Tricolore on the sleeve cuffs and the Milan coat of arms on the upper back.

The new jersey connects the many generations of Rossoneri through their common love for the team because the jersey represents something more. A jersey that captures the style and beauty of what makes Milan special. From storied heritage to new innovations, the Club is footballing royalty. Milan is an attitude that says this City is different, it's that Milan touch.

"The new AC Milan Home jersey is a combination of fashion, design, street culture and heritage. The jersey pays tribute to what makes Milan unique," said Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel. "To bring this jersey to life we wanted to create a campaign rooted in Milan culture. We have worked exclusively with Milanese artists, talent, and creatives all who support the club and understand what makes this club special to represent 'That Milan Touch'."

"We are delighted to launch our new Home kit for the 2022/23 season today," said Casper Stylsvig, AC Milan's Chief Revenue Officer. "The jersey will proudly display the tricolore symbol from the extraordinary victory of the Club's 19th Scudetto title. This kit represents the heritage and the future of our Club, that is inextricably and deeply connected to the city of Milan, and its innovative vision both on and off the pitch."

The new jersey arrives in two iterations. The authentic jersey features ULTRAWEAVE performance fabric and dryCELL sweat-wicking technology, making the jersey the lightest and most comfortable PUMA has ever made. The Replica version 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.

Celebrate generations of Milanese heritage with the 2022/23 AC Milan Home kit available from July 4th at PUMA stores, PUMA .com, the AC Milan store at the AC Milan Stadium, acmilan.com/shop and at select retailers worldwide.

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Media Contact:

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

PUMA

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