



PRESS RELEASE

Sprinter Vitória Rosa is PUMA's new athlete and global ambassador

São Paulo, Brazil, August 11th, 2022 — PUMA announces sprinter Vitória Rosa as its new athlete and global ambassador. One of the great names in Brazilian track and field, as well as a promise for the 2024 Olympic Games in Paris, Vitória represented Brazil at the 2016 Olympic Games at just 20 years old and last year at the Olympic Games in Tokyo. In addition, the athlete was a gold, silver and bronze medalist at the Pan American Games in Lima 2019, South American champion in 2017, 2019 and 2021, as well as a finalist in the Outdoor World Championship in London 2017 with the Brazilian 4x100m relay team.

Currently, the 26-year-old is #20 in the world ranking for the 200m sprint and having competed since 2013, Vitória is in the best phase of her career. The athlete, in her competition debut wearing PUMA, broke the South American 200m record at the Oregon World Championships, with a time of 22.47s. The former record had gone unbeaten since 2011. Earlier this year, the sprinter also achieved the South American Indoor record in the 60m sprint with a time of 7.14s at the World Indoor Championships in Belgrade, being the first South American woman to be a finalist in this race.

The arrival of Vitória Rosa to the PUMA team follows the recent partnership between the global sports brand and the Brazilian Athletics Confederation (CBAt), in vigor until 2024, when the Paris Olympics will take place. Vitória also joins a strong team in the Women's category of PUMA Brazil, with names such as Bruna Marquezine, Isis Valverde, Larissa Manoela and Isa Pacheco, reinforcing the brand's support of women in sport.

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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.