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PUMA AND BORUSSIA MONCHENGLADBACH ANNOUNCE LONG-TERM PARTNERSHIP

What belongs together, comes together again in the 2018/19 season

PUMA and five-time German football champion Borussia Monchengladbach have announced their new, long-term partnership today. As of July 1, 2018, the sports brand will be the official technical supplier of the long-established club from the Lower Rhine region in Germany. PUMA and Borussia Monchengladbach have enjoyed a long and successful history, which builds the foundation of an equally successful time to come.

As of the 2018/19 season, PUMA will supply the licensed team as well as all Gladbach youth teams with jerseys, training clothes and accessories. As part of the long-term partnership, PUMA will also be the official partner for replica jerseys and merchandise ranges.

The new partnership was announced at a joint press conference in Mönchengladbach by the club's manager Stephan Schippers, Borussia Mönchengladbach sports director Max Eberl and General Manager PUMA DACH Matthias Bäumer. Referring to the historical success story from 1976 to 1992 and the new common goals, the partnership runs under the slogan "What belongs together comes together".

Borussia Mönchengladbach Manager Stephan A.C. Schippers: "The contract with PUMA is not only of strong emotional significance for us, but is also a landmark step into the future. As a world-renowned and popular sports brand, PUMA has a great level of expertise in the development of functional team sport collections and in the distribution of licensed products. We look forward to great joint campaigns, starting in the 2018/19 season."

Max Eberl, Sports Director Borussia Monchengladbach: "Borussia's greatest sports successes in the 1970s are strongly associated with PUMA. We are therefore very pleased to be working with PUMA once again from the 2018/19 season on and to hopefully build upon our past successes."

Bjørn Gulden, PUMA CEO: "We are proud to be the new partner of Borussia Monchengladbach. We have a great and successful history with the club. Gladbach plays a fast and dynamic football, which is fun to watch. Its impressive academy, great fans and the image of this traditional club make Monchengladbach the perfect match for PUMA. We look forward to this new partnership!"

Matthias Bäumer, Area General Manager PUMA DACH adds: "We are pleased that we were able to bolster our portfolio by adding one of the most traditional and successful clubs in the German Bundesliga. Our partnership with Borussia Mönchengladbach will not only strengthen our position as one of the leading football brands in Germany. It will also help us to expand our teamsport business with our trade partners. PUMA and Borussia Mönchengladbach: this partnership stands for years of success and is a story that we will continue in a creative and passionate way."

LETTER

FAX

PRESS RELEASE

MEMO

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PUMA was Gladbach's official jersey supplier from 1976 to 1992. Already in 1967, the sports brand started to supply the team with shoes, and later with the legendary track jackets and trousers. PUMA supported Borussia during its most successful time. Together, they celebrated five German championship titles as well as one German Cup and two UEFA Cup victories during that period.

Borussia Monchengladbach is PUMA's second German top club in addition to Borussia Dortmund. PUMA's football portfolio is comprised of top international and long-established football clubs such as Arsenal FC, Girondins Bordeaux, Leicester City, Rangers FC, Newcastle United, VfB Stuttgart as well as several national teams. From July 1 2018, PUMA will also be the official technical supplier of Olympique de Marseille. PUMA's football portfolio also includes some of the world's best players, such as Antoine Griezmann, Olivier Giroud, Sergio „Kun“ Agüero, Marco Reus, Julian Weigl, Cesc Fàbregas, Mario Balotelli, Héctor Bellerín und Yaya Touré.

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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 over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>.