

**PRESS RELEASE**



## **PUMA and City Football Group sign global long-term strategic partnership**

*Sports brand to equip Manchester City, one of the world's leading clubs, plus an additional four City Football Group Clubs*

**Herzogenaurach/ Manchester, 28 February 2019** - Sports company PUMA and City Football Group have signed a global long-term partnership, which will see PUMA supply the reigning English Premier League champions Manchester City, as well as sister clubs in Australia, Spain, Uruguay and China.

Starting in July 2019, PUMA will be the official partner of Manchester City FC, Melbourne City FC, Girona FC, Club Atlético Torque and Sichuan Jiuniu FC, supplying all representative teams including men's, women's and youth football.

"PUMA's partnership with City Football Group is the largest deal that we have ever done - both in scope and ambition," said Bjørn Gulden, CEO of PUMA. "We are very excited to partner with City Football Group, whose success, ambition and drive for innovation has seen them setting new standards, on and off the field. We look forward to building the most innovative partnership in football by redefining the sports partnership model both on and off the pitch. We want to maximise on-field performance as well as football culture, in areas such as music, gaming and fashion to connect and inspire the fanbase of each team."

"This announcement marks the start of an exciting new chapter for City Football Group," said Ferran Soriano, CEO of City Football Group. "Our relationship with PUMA, covering five City Football Group clubs across four continents, will reset the model for sports partnerships on a truly global scale whilst being locally relevant and authentic for fans around the world. PUMA share our vision for challenging expectations, and we are looking forward to what we believe will be a ground-breaking partnership."

This PUMA and City Football Group partnership is shaped by shared values of authenticity and innovation, and a genuine love for beautiful football. These values will drive the partnership to change the game beyond the pitch, pioneering new ways to push forward the clubs' communities, teams, and football whilst also bringing fans together at both local and global levels.

PUMA and Manchester City are already linked via several player partnerships, including Caroline Weir, Pauline Bremer and Nikita Parris in the Women's Team in addition to men's club captain Vincent Kompany, midfielder David Silva and striker Sergio Agüero, who famously scored in the last seconds of City's final game of the 2011/2012 season to clinch the first of three league titles for the club in the modern era.

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#### **PUMA**

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PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For 70 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, Basketball, 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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

#### **CITY FOOTBALL GROUP**

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City Football Group (CFG) is the owner of a number of football related businesses with global relevance. These include high profile professional football clubs, academies, technical support and marketing companies. CFG's majority-owned clubs include Premier League Manchester City FC, Melbourne City FC of the A-League and MLS Franchise New York City FC.

CFG's other club investments comprise Yokohama F. Marinos of the J-League, Club Atlético Torque in the Primera Division of the Uruguayan league, Girona FC of La Liga and the most recent addition to City Football Group, Sichuan Jiuniu FC from China League Two. The common aim across all clubs is to provide the best possible experience and an unmatched opportunity for fans and communities to participate in, and benefit from, football at both a local and global level. The Group's support companies - Global Football and City Football Marketing - operate from a number of offices around the world in support of the Group's clubs, associate organisations and customer organisations. Global Football shares footballing IP and "know-how" to recruit, develop, train and win. City Football Marketing creates media, marketing and fan engagement properties to support the commercial development of clubs and their partners.

City Football Group is majority owned by Abu Dhabi United Group (ADUG). ADUG is an investment and development company privately owned by His Highness Sheikh Mansour bin Zayed Al Nahyan.

In December 2015, ADUG divested a 13% shareholding to a China Media Capital-led consortium, creating an unprecedented platform for the growth of CFG clubs and companies in China and internationally. City Football Group's headquarters are in Manchester and it has offices in Abu Dhabi, Girona, London, New York, Melbourne, Montevideo, Shanghai, Shenzhen, Singapore and Tokyo.