



PRESS RELEASE

PUMA to become Formula 1®'s exclusive retail partner at race weekends

Herzogenaurach, Germany, 4 April 2019 – Sports company PUMA has announced a long-term partnership with Formula 1® to become the exclusive merchandise retail partner from the start of the 2019 season. This year, PUMA stands and superstores will be present in 17 out of the 21 Grands Prix in the calendar.

Adding to the company's impressive motorsport credentials, PUMA has gained the rights to design, produce and sell Formula 1-branded products trackside. Visitors to Formula 1 races across the globe will be able to purchase F1 and Grands Prix related products as well as all 10 teams' merchandise from on-site PUMA stands and superstores during race weekends. PUMA and its fully-owned subsidiary Branded will also retail official merchandise and accessories from Formula 1's growing portfolio of consumer products licensees, such as Codemasters and BAPE.

"PUMA has a long and proud history in motorsport, and we are very happy to take this a step further today. Our agreement with Formula 1 will allow us to connect with the fans directly at the races by offering them the best motorsport merchandise experience possible," said PUMA CEO Bjørn Gulden.

"We are always looking to enhance fans race day experience and to have such an experienced and creative partner such as PUMA on board to bring the latest items to our fans is something we are really excited about," said Sean Bratches, Managing Director Commercial Operations, Formula 1®.

Branded, which already distributes PUMA replica merchandise and designs for leading F1 teams such as Scuderia Ferrari, Mercedes-AMG Petronas Motorsport, Aston Martin Red Bull Racing and Rich Energy Haas F1 Team, PUMA will now add F1 trackside retail to its offering.

Since entering Formula 1 in 1999, PUMA has established itself as a leading motorsport supplier, providing team wear and race wear to the most successful Formula 1 teams as well as the motorsport divisions of BMW and Porsche in other racing series.

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 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, 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>