



## **PRESS RELEASE**

### **PUMA signs partnership with Fédération Royale Marocaine de Football**

**Herzogenaurach, Germany, 09 October 2019** - PUMA has signed a new multi-year partnership with the Fédération Royale Marocaine de Football, adding the country to its increasing portfolio of national team federations. PUMA will once again team up with the 'Atlas Lions', having already adorned the country's jerseys on two previous occasions.

Under the terms of the deal, PUMA will supply performance product to all representative teams, starting from October 2019.

Morocco are one of African football's trailblazing teams and were the first country from the continent, in 1986, to finish atop the group stage at a major tournament finals and advance to the Round of 16.

The partnership extends PUMA's legacy with teams on the African continent and increases current representation in the region to 5 sponsored teams including Egypt, Ghana, Ivory Coast and Senegal.

"We are very pleased to welcome Morocco back to the fold. Morocco has a rich football history and passionate fanbase for whom we are very excited to supply with our products", said Johan Adamsson, Director of Sports Marketing & Sports Licensing at PUMA. "PUMA has always had a strong presence in African football, and we are glad we can expand our reach with this partnership."

"Last year, the Atlas Lions returned to the world stage, playing their first global tournament in 20 years," said Adil Bari, Marketing Director of the Fédération Royale Marocaine de Football. "With our new partner PUMA, we look forward to building on this success at both continental and global stages."

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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 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>