



PRESS RELEASE

PUMA to become main sponsor of CSD Nürnberg Pride for the next three years

Herzogenaurach, June 13, 2024 – Sports company PUMA will be the main sponsor of Christopher Street Day Nürnberg e.V. (CSD) for the next three years, an organization that campaigns for the rights of the queer community in the metropolitan area of Nuremberg.

PUMA will accompany CSD Nürnberg at a variety of events during the Nürnberg Pride weeks this July and August and will be present with its own information booth and a parade float. PUMA has supported the organization for the fifth year in a row and has now reiterated its commitment with a multi-year contract as the main sponsor.

As part of its Pride Month celebrations, the company has organized various activities for its employees in the coming weeks. In addition to trainings on communication and bias, the event programme will include a karaoke evening hosted by renowned drag queen Danny Ma Fanny and a movie night. Staying true to its corporate value 'Be You', inclusion and diversity play an important role in PUMA's corporate culture and the company promotes a respectful and supportive culture in which everyone can reach their full potential.

"At PUMA, we strongly believe that diversity is the key to innovation, creativity and success," says Stefanie Decker, Senior Director People & Organization at PUMA. "We actively work to create an inclusive environment in which everyone feels valued and respected. We are excited to be able to share these values with the CSD Nürnberg Pride."

As a symbol of this diversity, the facade of company's headquarters will be illuminated in rainbow colours, while the campus will be decorated with rainbow flags throughout the entire month.

The company is also committed to promoting inclusion in other countries. In the US, PUMA has worked with the 'Trevor Project' for several years. This organization is committed to suicide prevention among LGBTQ+ young people. In Spain, PUMA collaborates with the inclusive sports clubs 'Madrid Titanes Club de Rugby' and the 'Panteres Grogues' in Barcelona.

PUMA's commitment to diversity and inclusion has been recognized several times. In 2024, the Financial Times named PUMA a 'Leader in Diversity' for the fifth time in a row and the company was included in the UHLALA Group's Pride Index at the end of 2023.

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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 75 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 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.