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PRESS RELEASE



PUMA WELCOMES SANDY BALTIMORE TO THE PUMA FAM

Herzogenaurach, Germany, 11th February 2025 — PUMA is excited to announce the latest addition to its global family, Sandy Baltimore - a forward who is set to make waves in both football and fashion. Known for her pace, creativity on the ball, and personality on the pitch, Sandy will wear the PUMA FUTURE boots as she brings her electrifying skills to the field for Chelsea FC and the France national team.

Born in Colombes, France, Sandy's journey to the top has been nothing short of inspiring. She began her football career playing alongside boys until the age of 15, before joining Paris Saint-Germain (PSG). After rising through the ranks at PSG, Sandy made the move to Chelsea FC in 2024, where she has quickly become one of the biggest talents in the Women's Super League (WSL). Sandy's standout performances have earned her a key place in the France national team, where she continues to showcase her remarkable talent.

Sandy draws inspiration from PUMA star Neymar Jr., in her playing style, making her a perfect fit for the brand's ethos of innovation and self-expression. Her ambition, creativity, and desire to make an impact on the pitch align perfectly with PUMA's brand DNA.

Sandy Baltimore is not only known for her footballing brilliance, but also her passion for streetwear fashion. Off the pitch, she consistently showcases her distinctive style, often seen arriving at Clairefontaine for national team duty in eye-catching outfits that reflect her unique style. This combination of football and fashion is a natural fit for PUMA, a brand that celebrates athletes who blend both worlds in a bold and authentic way.

"I'm incredibly excited to be joining the PUMA family," said *Sandy Baltimore*. "Football is more than just a game to me; it's a way to express myself. I love how PUMA embraces the idea of being yourself, both on and off the pitch. Whether I'm playing with Chelsea, representing France, or showing off my streetwear, I want to stand out and inspire others to do the same.

Johan Adamsson, Vice President Sports Marketing & Sports Licensing at PUMA, commented: "Sandy embodies everything we stand for at PUMA: the courage to be bold, to stand out, and to express yourself fully. We're excited to have Sandy on board as we continue to push the boundaries in sport and style and work with us on our continued innovation across our women's specific products including our women's fit football boots."

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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 more than 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.