



PRESS RELEASE



AS THE LEGEND GOES: PUMA UNVEILS SPECIAL EDITION PORTUGAL KIT HONORING EUSÉBIO'S BALLON D'OR LEGACY

Herzogenaurach, Germany, 4th November, 2025— Global sports brand PUMA has today revealed a special edition black-and-gold Portugal kit celebrating Portuguese football legend Eusébio, the *Pantera Negra*, on the 60th anniversary of his 1965 Ballon d'Or victory.

There's only one Eusébio, you hear it in the stories, see it in the clips, feel it in the way players still move like him. The original PUMA KING was made for O Rei himself, and sixty years after he became the first Portugal player to be crowned Europe's best, this collection carries his legacy forward in black and gold, signed off with two words defenders feared most: Pantera Negra.

Positioned at the crossroads of nostalgia and modern football culture, the release merges premium craftsmanship, heritage inspiration, and bold, elevated design. The kit's striking black base with refined gold details evokes Eusébio's iconic nickname and Portugal's rich football history while delivering a powerful, statement-making look that bridges eras.

Limited to 1965 pieces, the Authentic version comes pre-embellished with the #13 on both the front and back - honoring Eusébio's iconic number. The kit features the PUMA Cat logo and FPF

crest in elevated gold material, a high-quality flat knit collar and cuffs, and the 'Pantera Negra' back-neck sign off celebrates his enduring legacy. The collection also features a custom anthem jacket.

"Eusébio's legacy transcends generations, and this tribute kit reflects his enduring influence on Portuguese football and global sport," said *Marco Mueller, PUMA's Senior Director of Product Line Management Performance Apparel*. "By merging heritage-inspired design with modern innovation, we're celebrating not only a football legend but also the culture and passion that make the game timeless."

"When PUMA reached out to us and shared what they had in mind, I felt deeply moved and honored. Eusébio had a very close relationship with the brand and a sincere friendship with its founder, Mr. Rudolf Dassler. Seeing his memory now honored in such a beautiful and meaningful project fills me with pride. I'm sure Eusébio would be very happy with this tribute," said *Flora Bruheim, Eusebio's Widow*.

"Eusébio represents passion, talent, and pride for Portugal. Sixty years after his Ballon d'Or win, his legacy remains alive, inspiring not only those who knew his greatness but also future generations of Portuguese players. The Portuguese Football Federation, in partnership with PUMA, celebrates this legend with a unique kit that blends tradition and innovation, honoring the past and shaping the future of Portuguese football," said *João Medeiros Cardoso - Chief Marketing & Commercial Officer Portugal FA*.

The Portugal men's first team will debut the jersey for one game only on November 16th in Porto against Armenia.

The PUMA Portugal Eusébio Special Edition Kit will be available from the 4th November at puma.com and select retail partners worldwide.

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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.