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PRESS RELEASE

Exhale! PUMA and Cara Delevingne team up for more sustainable yoga collection

Herzogenaurach, Germany, August 30, 2022 - Sports company PUMA has teamed up with international actress, model and activist Cara Delevingne to create Exhale, a yoga collection made with more sustainable materials for which all unavoidable carbon emissions have been offset.

The collection, which is in its fourth season and consists of tops, tights and jackets, is made with more sustainable materials such as recycled or certified cotton and polyester. To offset unavoidable emissions that are created in the production process, PUMA has purchased carbon offset credits through First Climate in support of a project in Vietnam to build a biogas facility, which can help replace conventional fuels such as firewood and coal in rural areas.

“Yoga is the art of letting go but it is also about being conscious about the here and now,” said Cara Delevingne. “With this collection, PUMA and I also wanted to make conscious decisions about the materials we use.”

While sustainability has been the focus of the collection, Exhale does not compromise on the performance characteristics that are needed for a good workout. It uses PUMA’s highly functional dryCELL technology, which draws moisture away from the skin to keep you dry and comfortable.

At the same time, thoughtful design features, such as a stay-put fit for the tights, keep you looking well dressed, even in the most demanding yoga pose.

Between 2017 and 2021, PUMA reduced its own carbon emissions and those coming from its supply chain and the company is on track to meet its climate goals. Using more sustainable materials in its products and choosing renewable energy tariffs or buying renewable energy certificates for its stores, offices and warehouses is part of the company's "Forever Better" sustainability strategy.

By 2025, PUMA wants to make nine out of ten products with more sustainable materials, such as certified polyester and cotton, which will help reduce the amount of water and chemicals used in the production process compared to conventional materials. The company also aims to increase the amount of recycled materials in its products, aiming for 75% recycled polyester by 2025.

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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 70 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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.