



PRESS RELEASE



PUMA AND AC MILAN CELEBRATE THE CITY OF MILAN WITH THE NEW 2023/24 HOME JERSEY

Herzogenaurach, Germany, June 1st, 2023 — Global sports company PUMA has today unveiled their striking new AC Milan Home kit for the 2023/24 season, designed to bring the team, the city, and its passionate community even closer.

Inspired by the city of Milan and the unstoppable spirit of its people, the new AC Milan Home jersey reinvents the traditional Red and Black stripes – a symbol of the Rossoneri brand, which contributed to making the Club iconic with sports fans around the world. The innovative design introduces a repeat tonal graphic that celebrates the vibrant energy of the city, the enduring legacy of the Club, and its central role within an evolving community that's always looking forward. That's the Milan way.

The unique new stripes create a repeat 'M' visual in the centre of the jersey through the tonal stripes that represent the city of Milan and the progressive nature of the Club. The jersey also features a clean black V-neck collar with black sleeve cuffs and trims and proudly displays 'AC MILAN' in bold across the back of the neck.

To accompany the launch of the new Home kit, PUMA and AC Milan unveiled a new video featuring the captain of the men's team, Davide Calabria, alongside Olivier Giroud, Rafael Leão, Mike Maignan Thiaw, Fikayo Tomori, and Charles De Ketelaere. The video also includes AC Milan women's team players, Kosovare Asllani and Nesrien Bahlouli. The video highlights the main element of the new jersey design in which the 'M' serves as a link between the Club and the city. Iconic elements of the city appear in the video, illuminated by red and black lights to symbolize the passion for AC Milan worldwide.

Casper Stylsvig, Chief Revenue Officer at AC Milan, commented: The Rossoneri jersey has always been the emblem of the DNA of our Club and of our fans. A symbol of passion capable of going beyond the playing field, expressing a sense of belonging and style on the pitch, in the stands, and in the lives of all the fans, transcending into a lifestyle icon. Today, more than ever, with the launch of this new Home kit, we reaffirm our bond with the city of Milan, celebrating its vibrant energy and the attitude of its citizens, who embody the innovative and progressive spirit of this fantastic city."

"We are incredibly proud of our partnership with AC Milan and the kit for the upcoming season. The design is reflective of PUMA's mission to forever evolve sportswear, and it embodies AC Milan's progressive spirit. This jersey is more than a kit; it's a symbol of unity and forward momentum for the team, the city, and its loyal supporters," said *Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel*.

The new jersey features cutting-edge technology to provide optimal performance and comfort on the pitch. Engineered with ULTRAWEAVE fabric, the kit boasts a structured, 4-way stretch design that reduces weight and friction, allowing players to move freely and comfortably. The dryCELL technology integrated into the fabric is designed to keep your body free from sweat.

The Replica version is made with 100% recycled polyester and equipped with dryCELL sweat-wicking technology to keep you dry and comfortable throughout the 90 minutes and beyond – no matter the time, pitch or place. Both jerseys are made with 100% recycled materials, excluding the trims and decorations as a step toward a better future.

Celebrate the City of Milan with the 2023/24 AC Milan Home kit available from June 1st at PUMA stores, PUMA .com, the AC Milan store at the AC Milan Stadium, store.acmilan.com and at select retailers worldwide.

AC Milan will debut the new Home kit on June 4th in their Serie A fixture against Hellas Verona FC.

###

Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

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