



PRESS RELEASE

PUMA is celebrating their 75th anniversary together with Scuderia Ferrari by a limited Speedcat Pro Special Edition

Herzogenaurach, Germany – 31 August 2023 — Global Sports Company PUMA is celebrating 75 years of relentless innovation and unrivaled speed. PUMA together with Scuderia Ferrari are celebrating this special occasion with the release of a special edition shoe that embodies the spirit of speed, innovation, and performance. Introducing the Scuderia Ferrari SPEEDCAT PRO 75, a commercialized version of the driver shoe, carefully crafted with years of racing expertise and cutting-edge technology.

The SPEEDCAT PRO 75 showcases PUMA's commitment to delivering products for faster athletes. This limited-edition shoe is an exceptional fusion of state-of-the-art materials, meticulous craftsmanship, and the iconic design that has made PUMA a symbol of excellence in the world of motorsports.

Designed to meet the demands of racing professionals, the SPEEDCAT PRO 75 features a lightweight fabric upper and lining, ensuring optimal speed, comfort, and enhanced protection against fire. The real carbon fiber counter provides essential heel support, offering drivers absolute control over the pedals. The shoe's low-profile rubber outsole guarantees excellent grip, while the EVA wedge delivers just the right amount of comfort without compromising on agility.

The Scuderia Ferrari SPEEDCAT PRO 75 features the iconic Rosso Corsa with a black PUMA Form stripe, representing the fierce passion and performance synonymous with the Scuderia. The only distinguishing element between the version of the Scuderia Ferrari drivers – Charles Leclerc and Carlos Sainz - is the driver's number subtly placed on the inside. Additionally, each shoe proudly displays the PUMA 75 logo on the outer tongue as well as the PUMA motto - FOREVER.FASTER. SINCE 1948 embodying PUMA's legacy of speed and innovation.

To add an extra layer of exclusivity and authenticity, each pair of the Scuderia Ferrari SPEEDCAT PRO 75 comes with a unique serial number, ranging from 1 to 75. With only 75 pairs produced for each driver, this limited-edition feature adds a touch of individuality and collectability to each shoe, making them a truly special addition to any racing enthusiast's collection.

The Scuderia Ferrari SPEEDCAT PRO 75 is available now exclusively on PUMA's official website (puma.com) and Ferrari's official website (Ferrari.com). Racing enthusiasts and fans are encouraged to seize this rare opportunity to own a piece of PUMA's illustrious racing heritage.

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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. <https://about.puma.com/>