



PRESS RELEASE

PUMA ANNOUNCES BLACKPINK'S ROSÉ AS NEW GLOBAL BRAND AMBASSADOR



Herzogenaurach, June 17, 2024 – Today, PUMA announces a new partnership with Rosé, a member of one of the best-selling girl groups of all time, South Korean musical quartet BLACKPINK.

Rosé has established herself as a dominant and inspiring force in the K-pop world, as well as a style icon in her own right. Through the partnership, Rosé will bring her vision, voice, and unique insights to PUMA's global campaigns and storytelling. The Korean-New Zealand K-pop star's ambassador role will be dedicated to amplifying PUMA's catalog of iconic silhouettes and supporting the "Rewrite the Classics" program, which celebrates PUMA's most timeless franchises, bringing them into a new generation.

Rosé says, "I am so excited to join the PUMA family. I cannot wait for my fans to join my next chapter with PUMA."

Joining PUMA Sportstyle ambassadors who have had a transformative impact including Rihanna, A\$AP Rocky, Dua Lipa, and Skepta, Rosé kicks off her partnership wearing the PUMA Palermo, styling the iconic low-top in her very own way. Over the course of the partnership, the K-pop idol will support additional classic franchises in PUMA's Sportstyle category.

"Rosé's remarkable influence on music, fashion, and culture globally are such an inspiration. We are thrilled to embark on this journey with her, where she will play a diverse role, leveraging her knowledge and vision to help us redefine our classic space. Her unique perspective will be instrumental in amplifying PUMA's "Rewrite the Classics" program highlighting franchises like Palermo, Speedcat, amongst others. We are delighted to welcome her to our PUMA family, and we eagerly anticipate the accomplishments we will achieve together," said Maria Valdes, Chief Product Officer for PUMA.

Loved around the world for her rock star persona, Rosé discovered her interest in music at a young age. Learning to play the piano, and later the guitar, brought out a deep passion for singing, and songwriting. Rosé's debut album 'R' arrived in 2021 with a lead single "On the Ground," which broke the record for the most-viewed music video in the first 24 hours on YouTube by a solo K-pop artist. Rosé is also the winner of a Hanteo Music Award, and a Mnet Asian Music Award, and boasts the honor of being the first artist to top the Billboard Global 200 as a soloist and as part of a group.

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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.