



PRESS RELEASE

PART TWO OF THE DREAMWORKS ANIMATIONS' TROLLS AND PUMA COLLABORATION IS CREATED WITH A DOSE OF TROLLS JOY



Herzogenaurach, July 11, 2024 – The happiest collaboration the world has ever known is back: PUMA x DreamWorks Animation's Trolls part two.

Created in partnership with Universal Products & Experiences and inspired by the beloved Trolls films from DreamWorks Animation, PUMA x Trolls part two is here just in time for summer. Trolls-tastic joy infuses a collection of streetwear-inspired kids' gear, with footwear, accessories, and graphic apparel inspired by the world of Trolls. The oh-so-sweet collection is filled with details like badges and patches, as well as cheerful colors throughout.

For boys and girls, cozy basics like tracksuits, T-shirts, and sweats come in a color palette of soft pastels with graphics commemorating fan-favorite Trolls characters like the determined yet cautious Branch, and the village prankster Cloud Guy. Further bringing the world of DreamWorks Animation's Trolls to life, the collection features a co-branded side bag with Trolls detailing, plus kids' versions of the RS-X, Mayze, Sude, and CA Pro sneakers. Pom-pom accents evoke the characters' signature hairstyles, while colorways tie back to the small, colorful Trolls themselves.

PUMA x DreamWorks Animation's Trolls Part Two is available starting July 12, 2024, from PUMA.com, PUMA flagship stores, and selected PUMA retailers.

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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.

About DreamWorks Animation's TROLLS franchise

Trolls is one of the most beloved global entertainment brands of today. With award-winning music, heartwarming humor and stories and characters that champion friendship and kindness, the franchise includes feature films-- 2016's Trolls, 2020's Trolls World Tour and 2023's Trolls Band Together starring Anna Kendrick, Justin Timberlake and a dynamic cast of actors and musical artists — as well as original TV and digital content, videos games and more. Vibrant and groundbreaking in its design, Trolls has inspired live-entertainment touring shows, Universal Destinations & Resorts attractions across the globe—as well as high-fashion collaborations, toys, lifestyle collections and more.

About UNIVERSAL PRODUCTS & EXPERIENCES

Universal Products & Experiences (UP&E) globally drives the expansion and elevation of NBCUniversal's iconic collection of brands, intellectual properties, characters, and stories based on the company's extensive portfolio of properties created by Universal Pictures, Illumination, DreamWorks Animation and NBCUniversal Television and Streaming. The division executes this through innovative physical and digital products, as well as engaging retail and product experiences across our expansive global theme park destinations (for both owned and third-party IP), location-based venues, e-commerce product platforms, and retailers around the world. Along with global brand strategy and creative, UP&E's lines of business include Consumer Products and Games, along with Theme Parks Products & Retail. UP&E is a division of Universal Destinations & Experiences, part of NBCUniversal, a subsidiary of Comcast Corporation. More information is available at universalproductsexperiences.com.