



PRODUCT BRIEF



PUMA HONORS WOMEN'S WORLD CUP 'CAMPEONAS' WITH SPECIAL EDITION BOOTS

Herzogenaurach, Germany, November 28th, 2023 - Global sports company PUMA has honored its three Women's World Cup heroes – Alba Redondo, Laia Codina and Cata Coll with custom PUMA football boots following the biggest success in the history of Spain's national women's team. Each player was presented with the special celebratory boots ahead of the last international window of the year.

Labelled the 'Campeonas' – the feminine word in Spanish for champion, in both name and design, the special edition FUTURE and ULTRA boots take the PUMA silos to a level deserving of winners complete with elevated gold coloring throughout.

The boots also feature beautiful details such as the scores and games played on the players way to victory and a winner's star to mark the triumph on the outside of the boot, etching the tournament journey onto the boots and into the history books. On the heel of the boot are the

respective players names with red accents inspired by the Spanish flag to complete the design.

The boots celebrate the players incredible achievements and hope to inspire the next generation of women's players, on their journey to become 'Campeonas' in their own right.

The special custom boots will not be available to purchase.

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