



PUMA PARTNERS WITH CONMEBOL TO SPONSOR MAJOR FOOTBALL TOURNAMENTS AND PRODUCT IN LATIN AMERICAN

Herzogenaurach, Germany, October 10th, 2023, Global sports company PUMA has signed a partnership with governing body CONMEBOL for all club and national team matches for the next 3 years. The partnership will shape the beautiful game in Latin America from the 2024 season.

For the first time in 107 years, CONMEBOL will merge with PUMA. This exciting new union will see both entities collaborate on pitch together and continue to shape the future of South American football for years to come.

PUMA will be sponsoring key tournaments across Latin America that will include the CONMEBOL Copa América, CONMEBOL Libertadores and CONMEBOL Sudamericana. PUMA will also supply the official match footballs, referee uniforms and staff kits. Sports such as Futsal, Beach Soccer and female categories, pre-Olympic and youth categories will also have sports equipment produced by PUMA.

“For CONMEBOL, we are greatly satisfied to partner with a globally renowned company and a brand widely recognized around the world. South American football is characterized by the talent, passion, and determination of its players. We feel that PUMA also embodies these values”, stated *Alejandro Domínguez, CONMEBOL’s president*.

Carlos Laje, PUMA Latin America General Manager said: “We are proud to join forces with CONMEBOL. We want to continue creating major milestones in football and we believe this is a unique opportunity to convey our joyful, determined, confident, and brave way of viewing sports.”

The legacy of CONMEBOL and PUMA's extensive history, combined with the eternal spirit and passion of both parties, will aim to elevate football culture to the highest peaks of South America.

IMAGES:

PUMA X CONMEBOL Imagery

CONMEBOL:

The South American Football Confederation, better known as CONMEBOL (derived from the acronym used in telegraphic communications: South American Football Confederation), is the Confederation of National Football Associations (Federations) in South America.

Founded on July 9, 1916, in Buenos Aires, it is the world's first Confederation, created nearly 40 years before the others were formed.

CONMEBOL was born from the realization of a tournament among countries in the South American continent. The first Copa América held in 1916 in Buenos Aires to Venezuela (1953). commemorate the centenary of Argentine independence marked the inception of this institution, originally composed of the associations of Argentina, Brazil, Chile, and Uruguay. Subsequently, the other South American associations joined CONMEBOL: Paraguay (1921), Peru (1925), Bolivia (1926), Ecuador (1927), Colombia (1936), and

It is the only football Confederation in which all member associations are also affiliated with FIFA and the International Olympic Committee (IOC). Its ten-member National Associations are CONMEBOL's utmost pride.

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 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.

For more information: www.conmebol.com; www.PUMA.com

Media contact PUMA: michelle.thomas@puma.com; valentina.moreno@puma.com

Media contact CONMEBOL: aramirez@conmebol.com