



## **PRESS RELEASE**

### **Davido, one of Africa's most successful artists, joins PUMA as a global brand ambassador**

**Herzogenaurach, Germany, December 17 2021** - Sports company PUMA has signed a long-term agreement with Davido, one of Africa's most successful music artists, underscoring the company's commitment to the rapidly growing African market.

With more than 20 million followers on social media and four successful albums to his name, Davido has become a cultural ambassador for his native Nigeria as well as a prominent voice of human rights on the continent.

"We could not be more excited to welcome Davido to the PUMA family!" said Johan Kuhlo, PUMA's General Manager EEMEA Distribution. "Throughout our history, PUMA has had strong roots in Africa, football and beyond. Signing Davido is both a clear commitment to Africa as a key market and a sign that African culture is becoming more and more relevant globally".

After today's announcement, Davido will act as a brand ambassador for PUMA in sub-Saharan Africa, North America and across the world. He will wear PUMA's Sportstyle collections, including the company's iconic T7 tracksuits. As an avid sports fan, Davido will also don the company's Basketball and Football styles.

"Growing up, I saw PUMA play an important part in African sports, sponsoring many different football federations", said Davido. "I also saw the kind of family PUMA had built with the likes of

Usain Bolt, Maradona, Neymar, Jay Z, Nipsey, Rihanna, Lewis Hamilton among other super stars and I thought, that's an amazing family to be a part of! All these contribute to my excitement to collaborate with this brand and take it to the next level in Nigeria, Africa as well as with fans across the world."

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**PUMA**

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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 about 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.