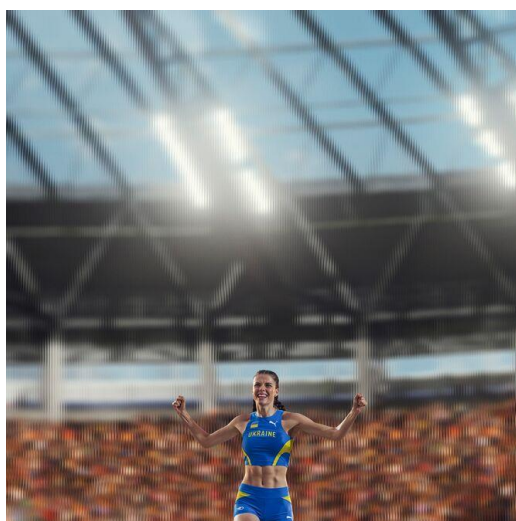




PRESS RELEASE

Jackson, Mahuchikh, Warholm, Duplantis, Streng: PUMA reveals its new chapter of the brand campaign and continues celebrating sports



Herzogenaurach, July 19th, 2024 – Global sports company PUMA has launched the third chapter of its first worldwide brand campaign in 10 years “FOREVER. FASTER. - See The Game Like We Do”. New chapter is fully dedicated to its ambassadors in athletics, such as Shericka Jackson, Karsten Warholm, Mondo Duplantis, Felix Streng, and Yaroslava Mahuchikh.

PUMA is continuing to celebrate an exciting summer of sport by showcasing its elite track and field athletes. These sprinters, high jumpers, and pole vaulters show the true essence of speed and resilience. Their dedication and passion for excellence mirror PUMA's own commitment to redefining sports and sports culture. For them, and for PUMA, the passion for speed is simply universal. It allows

us to see sports and sports culture differently and ultimately win in a way only the fastest can. In a way only PUMA can.

“At the core of the See The Game Like We Do campaign is transcendent performance, unlocked by speed. Working closely with the PUMA track and field athletes in production of the spot, we saw this incredible drive to go faster and see their games different. On the world’s largest stage, we cannot wait for them to show the world their superpowers”, said Max Pollack, co-founder & managing partner of MATTE Projects, a partner agency for this brand campaign.

Starting from July 27th, PUMA will open a PUMA House in Paris for 17 days, which will act as the Home of the Brand where it will highlight athlete performances and achievements during this period. The PUMA House is a private venue and will not be open for public, but it will serve athletes and partners needs.

“The PUMA House, is conveniently located and offers all the amenities athletes and partners need, a home away from home for our partners” said Richard Teyssier, Vice President of Brand and Marketing. “We have a full entertainment program, including press conferences, meet-and-greets with PUMA icons, and most importantly, celebration parties, which we are looking forward to.”

“FOREVER. FASTER. - See The Game Like We Do”, athletics chapter launches on July 19th, and will be communicated across the entire media mix, such as social media, TV, PR, Out Of Home and Points of Sale worldwide.

Brand Film: <https://youtu.be/Z4PQCcTJ4-M>

Images: [LINK](#)

Media Contact:

PUMA

Kseniia Iliushina

Global Brand PR Manager

Kseniia.iliushina@puma.com

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.

MATTE

MATTE is a creative company from New York at the convergence of entertainment and advertising, founded by Brett Kincaid, Matthew Rowan, and Max Pollack.

MATTE builds holistic platforms for brands, artists, and institutions across content, digital, and experiential domains, while also developing and producing original IP in film and live entertainment for a global fanbase. MATTE's client portfolio includes work with brands like The Macallan, KITH, Cartier, Audemars Piguet, and YSL Beauté, and collaborations with artists ranging from Ye to Virgil, Jay-Z to Jeff Koons, James Blake to Peggy Gou.