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PRESS RELEASE

PUMA becomes official technical partner of CAF

Herzogenaurach, October 11, 2023 – Sports company PUMA has deepened its commitment to African sports by signing a long-term agreement with the Confédération Africaine de Football (CAF). PUMA will become the official technical partner of CAF and supply the official match ball at several CAF events, including the TotalEnergies CAF Africa Cup of Nations 2023.

PUMA has a long-standing tradition of football partnerships in Africa since first equipping national teams starting in 1997. Today PUMA has agreements with six football federations on the African continent, including Morocco, the first African nation ever to reach the semifinals at a World Cup, and Senegal, the current African champions.

“The passion for football runs deep in Africa and PUMA has taken a unique and creative approach in its partnerships with its African teams over the years,” said Johan Kuhlo, General Manager EEMEA Distribution at PUMA. “Our agreement with CAF celebrates this passion for the sport across the continent and we will jointly develop exciting products specifically for African football.”

The agreement, which will commence on November 1, will see PUMA supply the official matchball at CAF tournaments, provide the kit for referees and engage in several marketing opportunities, both inside and outside of the stadium. The appeal of African football extends well beyond the continent, with a strong viewership in major markets such as the UK, France and the United States.

“PUMA has been a big part of some of African football’s most iconic moments over the years, on the international stage and with some of Africa’s major clubs,” said CAF President Dr Patrice Motsepe. “Making African Football globally competitive requires that African teams must win on the field, which needs partnerships with global companies with a strong commitment to African Football. We are absolutely delighted

to have a world-class company in PUMA join the CAF family as a strong partner in helping us grow the game on the continent.”

PUMA and CAF will launch the official match ball for TotalEnergies Africa Cup of Nations Cote d’Ivoire 2023 at the Final Draw on October 12 .

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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.