



PRESS RELEASE

PUMA and Al Hilal FC announce groundbreaking new partnership set to transform football in Saudi Arabia

The two global icons join forces in an official sponsorship agreement for the upcoming 2023-2024 season

Dubai, UAE – June 1st, 2023 – PUMA, one of the world’s leading sports brands, has announced its official five-year sponsorship with Saudi Arabia’s Al-Hilal FC, one of the world’s most decorated football clubs.

The groundbreaking partnership unites the two global giants as they come together to transform the country’s thriving and passionate football culture with dynamic new initiatives and products.

PUMA will design unique bespoke team wear and training equipment using its signature ULTRAWEAVE technology for both the Al-Hilal men and women’s football teams starting the 2024-2025 season. The partnership marks PUMA’s continued expansion into football, meeting the region’s ever-growing passion for the game with the Arab World’s most celebrated and successful football club.

Commenting on the partnership, The Chairman of the Board of Directors of Al-Hilal Club Mr. Fahad Bin Saad Bin Nafel said: “We’re delighted about this new partnership with PUMA until 2027. The long-term nature of this agreement means both parties are committed to work together with a strong focus on bringing global exposure for the team as well as developing new campaigns and initiatives which place our communities in the spotlight. We are excited to start our journey together with PUMA being the first in the region with our very own bespoke kit designs and we believe that this partnership will set a new benchmark for Saudi football.”

PUMA Middle East GM, Taner Seyis, added: “The partnership we signed with Al-Hilal provides new opportunities with one of the world’s most passionate football fanbases, in a market that is seeing unprecedented growth and dynamism across all industries. We are committed to working together with Al-Hilal, in the Kingdom and globally, to deliver impact both on and off the pitch.”

As part of the partnership, we will see both organizations working together to provide long-term initiatives for Saudi youth, connect with local communities, and create exclusive PUMA product ranges to the delight of fans across the Kingdom and the globe.

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.

AL-HILAL

Al-Hilal Saudi Club, founded in Riyadh on 16 October 1957, the most successful club in Saudi Arabia and Asia with 66 championships.

Domestically, Al-Hilal holds a record 18 Saudi League titles, a record 13 Crown Prince Cup titles, a record 6 Saudi Federation Cup titles, ten King Cup titles, a record three Super Cup titles, as well as the Saudi Founder's Cup. Internationally, Al-Hilal also holds the record for the most continental trophies in Asia with eight trophies; including a record the AFC Champions League in 1991, 2000, 2019 and 2021, the Asian Cup Winners Cup in 1997 and 2002, and the Asian Super Cup in 1997, 2000. Al-Hilal was officially titled "Asia's Club of the Century" by the International Federation of Football History & Statistics in 2009, and also awarded "Asia's Club of the Decade" from 2001 to 2010 by the International Federation of Football History & Statistics in 2012. Al-Hilal, nicknamed Asia's Leader, is the Asian club with the most number of FIFA Club World Cup qualification with five times in 2001, 2019, 2021, 2022, & 2025, and holds the most number of Club World Cup participation with three times in 2019, 2021, & 2022, and finished runner-up in the last edition. Moreover, Al-Hilal has won seven official titles in the regional level including 4 Arab titles, 2 Gulf titles, and Saudi-Egyptian Super Cup