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PRESS RELEASE



BE PHENOMENAL WITH THE NEW PUMA FUTURE 7

Herzogenaurach, Germany, January 11th, 2024 —Global sports brand PUMA has today launched the next-gen FUTURE 7 football boot as part of the Phenomenal Pack. Providing the footballing world with the latest in innovation and technology, the FUTURE 7 will make its grand entrance onto pitches at the start of 2024. Infused with updated FUZIONFIT360 technology, PWRPRINT and PWRTAPE innovations and the groundbreaking Dynamic Motion System Outsole. The FUTURE is back and better than ever.

The FUTURE Fits Different. A boot that is built different for players who make a difference. Designed for the ultimate playmakers and difference makers, the FUTURE 7 takes your game to phenomenal levels. The FUTURE adapts to the shape of your foot so you can move and create without constraints for 90 minutes and beyond.

The FUTURE boot heralds a new era of fit, agility and creativity on the pitch. The boot's FUZIONFIT360 upper shatters the mold with its adaptable support, empowering athletes to experience a new level of 360-degree freedom of movement. The revolutionary upper, a combination of different densities and mesh patterns, offers targeted stability, support, and comfort sensation.

The extra stretchy knit provides an adaptive, snug fit with enhanced freedom of movement so you can maintain explosive movement changes in all directions, while PWRPRINT on the lateral and medial sides offers additional support during dynamic changes of direction. With dual layers of PWRTAPE across the midfoot, players receive the pinnacle of lockdown essential for the art of playmaking.

For touch, the FUTURE boot boasts 3D grip textures at critical ball contact zones, ensuring the ultimate in control and precision. Agility is mastered through the Dynamic Motion System outsole, which includes an advanced stud configuration for a perfect harmony of support, traction, and explosive agility. High-performance materials are strategically utilized to enhance energy return while minimizing weight and, as a step toward a better future, the upper of the FUTURE features at least 20% recycled materials.

Elise Rocher, Senior Product Line Manager Teamsport Footwear, said "The FUTURE is PUMA's interpretation of what's next in football. We are always striving to create a boot packed with innovation and technology to make our players phenomenal on pitch. This is where performance meets the pinnacle of innovation, and with the FUZIONFIT360 we are taking fit to new levels of adaptability, so you feel lockdown of the foot like never before. Designed for the artists of the pitch, the FUTURE boot turns every game into a display of creativity, allowing players to paint every match with their unique brand of football."

PUMA continues to develop its Women's Fit with a slimmer fit tailored to the anatomy of a woman's foot, the new FUTURE Women's Fit is designed to enhance comfort and performance for women playmakers, built different to support the women that make a difference on the pitch.

The FUTURE 7 will be worn by the game's difference makers including Neymar Jr., Jack Grealish, Julia Grosso, James Maddison, Laia Aleixandri and Kai Havertz.

Manchester City and England International Jack Grealish, commented, "The FUTURE boot just fits different, the feeling is amazing. The boots lock to my feet and give me perfect support when

changing directions at speed throughout the game. This is the best FUTURE yet and the colorway is so good.”

Arsenal and German International Kai Havertz, added, “Every time I step onto the pitch in the FUTURE boot, I feel equipped to perform at my best. The boot’s design seamlessly integrates with my playstyle, giving me the confidence to push the limits of my creativity. The FUTURE has gone to another level.”

The FUTURE 7 is complimented by the super-fast ULTRA and the precision and control of the KING to form the Phenomenal Pack. With a boot to cater for every player be Phenomenal.

The FUTURE 7 and the PUMA Phenomenal Pack is available on pre-sale in PUMA stores, PUMA.com, and at specialist retailers from January 11th and will release globally from January 18th.

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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 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.