



PRESS RELEASE

Fuego! PUMA signs Greek Pop Star Eleni Foureira as Brand Ambassador

Herzogenaurach, Germany, May 9, 2022 - Sports company PUMA has signed Eleni Foureira, one of Greece's most successful pop stars of recent years as a brand ambassador, as part of which she will support the company's Sportstyle and Training campaigns.

With 1.2 million followers on Instagram and more than 1.2 billion streams of her music and videos, Eleni has built a very strong following during her career, which has spanned more than 14 years. She is known to a wider European audience for the spectacular performance of her song "Fuego" at the Eurovision Song Contest 2018.

"We are so excited to welcome Eleni to the PUMA Family as a brand ambassador," said Johan Kuhlo, General Manager EEMEA Distribution at PUMA. "Her confident style and attitude match perfectly with our brand values and we look forward to working together."

To announce the partnership, Eleni wore one of PUMA's most recognizable styles, the classic T7 track jacket as well as the Mayze sneaker. She will be seen in campaigns for PUMA's popular Kosmo Rider in the future.

Eleni will also be a part of PUMA's "She Moves Us" campaign, which brings together the brand's top female ambassadors to celebrate the women who have moved culture and sports forward to inspire other women around the world.

'I love PUMA. PUMA has always had powerful women as its brand ambassadors," Eleni Foureira said. "You can imagine how happy I am to now be one of them."

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