



Iconic and timeless: PUMA celebrates Otl Aicher's sports pictograms with an exclusive collection

Herzogenaurach, Germany, 19 May 2022 – Sports company PUMA is launching an exclusive collection to mark the 100th birthday of German graphic designer Otl Aicher. The 13-piece collection features the pictograms he designed for the 1972 Olympic Games.

As one of the most influential German graphic designers, Otto "Otl" Aicher made history with the design of his pictograms. The simple, unmistakable messages conveyed by these symbols showed the way towards clear communications without words.

To mark Otl Aicher's 100th birthday and the 50th anniversary of his designs for the 1972 Olympics in Munich, PUMA presents the PUMA HEROES collection in cooperation with the Stiehl/Over/Gehrmann agency, which is responsible for the worldwide licensing and further development of Otl Aicher's pictograms.

To PUMA's Creative Director Heiko Desens, this collection is very special: "Otl Aicher's pictograms are iconic and timeless, and the message of his designs speaks a global language. PUMA's history in sports and design creates the perfect match for this collaboration and that is how we offer a unique experience for our customers. We are very proud of this collection!"

With over 700 pictograms on a wide variety of topics, Otl Aicher's designs are the most comprehensive system of their kind. PUMA's 13-piece collection, consisting of both colorful and black and white tees, shorts and hoodies, was presented at an event at the PUMA store in Munich.

Kai Gehrmann, Managing Partner of S/O/G and exclusive partner for worldwide licensing and further development of the Otl Aicher pictograms, highlighted the good cooperation that led to

this collection: "At PUMA, we met people to whom we didn't have to explain much. They were true fans who picked up the ball immediately. In the PUMA HEROES collection, the pictograms make their mark in a whole new way. Classic meets cool. You could also say: The youth of the world meet at PUMA."

From May 19, the PUMA HEROES collection will be available online at puma.com and in the PUMA stores in Munich, Herzogenaurach and Berlin.

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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.