



PRESS RELEASE

PUMA signs Serbian YouTuber djotafreestyle as a brand ambassador

Herzogenaurach, Germany, July 1, 2022 - Sports company PUMA has signed Serbian football freestyler and YouTuber Nikola Djota Milošević, better known as djotafreestyle, as a brand ambassador.

With more than 1.1 million followers on YouTube and more than 700,000 on Instagram, Djota has a large fan base across Serbia, Bosnia-Herzegovina and Croatia for whom he produces regular video updates about football, training, lifestyle and travel.

Djotafreestyle's knowledge of the game and freestyle skills have also earned him the respect of other professional footballers in his home country, who regularly appear in his videos.

The combination of sports, training and lifestyle makes djotafreestyle a great match for PUMA to reach young and sports-savvy audiences across several growth markets in the Balkans.

Djotafreestyle will wear PUMA's football and training products in his videos and instagram posts.

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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.