



PRESS RELEASE

PUMA AND BRANDED TO LAUNCH FORMULA 1 WEBSTORE: FUELFORFANS.COM

Herzogenaurach, Germany (8th July, 2016) – Global Sports Brand PUMA announced today that it will partner with BRANDED, to launch FUELFORFANS.COM. Through this new online platform, PUMA offers all Formula 1 fans around the world access to PUMA's Motorsport products, from replica jerseys and race day caps to keyrings, including exclusive limited editions. It will be the official e-commerce store for all the major F1 teams.

"We are proud that we partner with the best F1 teams in the world and we want to share this with the worldwide F1 Fan community. Fuel For Fans creates a platform where fans can be more connected to their team or pilot – full product ranges are spiced up with Special Editions for the most passionate Motorsport fans," says Keith Harkess, Managing Director BRANDED.

FUELFORFANS.COM offers a flexible designed platform in which Mercedes AMG Petronas, Ferrari, Red Bull and Williams Martini Racing can showcase their team's unique branding throughout dedicated Team Areas.

Behind the project is the PUMA-owned merchandising company BRANDED, that designs, develops and distributes licensed merchandise. The company makes use of its expertise in Motorsport team wear and fan wear ranges in its designs, from technical team requirements and the representation of a brand's image, to how to make fans feel more connected to their team or pilot.

For more information, visit FUELFORFANS.COM

#WEOWNTHEGRID

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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 over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>