



PRESS RELEASE

PUMA signs long-term partnership with Valencia CF

Herzogenaurach, Germany, April 1st, 2019 – Sports company PUMA has today announced a new long-term partnership with Valencia CF, one of Spain's most successful teams. Starting with the 2019/20 season, PUMA will become the official Technical Sponsor of Valencia CF.

Valencia CF joins the impressive roster of PUMA football partners, including some of the world's top clubs such as AC Milan, Borussia Dortmund, Olympique de Marseille, Palmeiras and Club Deportivo Guadalajara (Chivas).

"We are proud to be the new partner of Valencia CF, a club with a great tradition that has some of the most passionate fans," said Johan Adamsson, Director of Sports Marketing & Sports Licensing at PUMA. "We are excited to work with the club to deliver premium performance products and support the club in their vision for the future."

Valencia CF's chairman, Anil Murthy, showed his "great satisfaction" for the agreement between two companies that are a reference for "their bravery, innovation, and ambition the driving forces that have guided us towards success against other competitors which are more powerful a priori. The union between tradition and trend, between a global vision for the future and that eternal sentiment that gives us the strength to never give up and always aim the highest with courage and determination runs in our DNA. With PUMA, we'll keep growing to reach out to more fans worldwide".

It is not the first time PUMA and Valencia CF have worked together, as Valencia players already donned jerseys emblazoned with the leaping cat between 1990 and 1993. Valencia CF are one of Spain's most successful teams with a proud tradition in domestic and European football.

Media Contact:

Clément Lacour : clement.lacour@puma.com

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For 70 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, Basketball, 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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

VALENCIA CF

Founded on March 18, 1919, Valencia CF has just celebrated its centenary, being one of the most title-winning clubs in Spain and a reference in Europe, as seen in the impressive track record of the club, including 6 La Liga titles, 7 *Copa del Rey*, 1 Spanish SuperCup, 3 UEFA Cup, 2 European SuperCup and 1 UEFA Cup Winners Cup.