



## **PRESS RELEASE**

### **PUMA & THE GERMAN HANDBALL FEDERATION WILL JOIN FORCES AS OF JULY 2020**

**Herzogenaurach, Germany, January 7<sup>th</sup>, 2020** – Sports company PUMA will be the new sponsor of the German Handball Federation as of July 1<sup>st</sup>, 2020 and will exclusively supply all national teams (indoor as well as beach handball), all coaches, supervisors, and referees.

"For PUMA, this sponsorship agreement is the next milestone in professional handball," said Matthias Bäumer, General Manager PUMA DACH. "The German Handball Federation and its players embody motivation, passion and creative play on an international level, which makes them the perfect fit for PUMA. With our products, creative marketing and sales expertise, we want to celebrate successes with the German Handball Federation in the future."

"We are pleased to join forces with PUMA, one of the world's leading sports brands. As of July 2020, we will be paving the way for further major events, particularly the 2024 European Home Championship," said Mark Schober, CEO of the German Handball Federation. "By partnering with a strong brand such as PUMA, we expect that people will pay even more attention to our national teams and our sport in general. Also, it is our common goal to expand and further develop the German Handball Federation's merchandising services for our fans in the future."

This new agreement follows a partnership with Kempa, whose DHB contract will expire. Mark Schober: "We would like to thank our previous supplier for a successful partnership that was based on trust. We are looking forward to the upcoming European tournament of our men's national A team."

The partnership with the German Handball Federation will intensify PUMA's handball activities in Germany. In the Handball Bundesliga, the company based in Herzogenaurach already supplies the Rhein-Neckar Löwen and the Women's Handball team of Borussia Dortmund. Additionally, several current national A players such as Julius Kühn, Emily Bölk, Hendrik Pekeler, Franz Semper and Tobias Reichmann are part of the PUMA family. In the coming years, PUMA will supply female as well as male national players of all ages with jerseys, training wear and other accessories.

"This partnership emphasizes our know-how in indoor sports and PUMA's strong position in handball beyond the national club level," said Kai Kuhlmann, Teamhead Sports Marketing PUMA DACH. "Already today, many German Handball Federation players trust the quality of our products. Anyone who loves handball can look forward to our partnership, because we have planned a lot for the fans on and off the field.

In the summer of 2020, the new DHB collection will be presented for the first time, including apparel, footwear, accessories, underwear, merchandise and handballs. In case of the national A teams' athletic qualification, the first major event, in which the German Handball Federation and PUMA will represent German handball side by side, are the Olympic Summer Games in Tokyo.

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## PUMA

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PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For 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 more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>.