

PRESS RELEASE



BEYOND RECYCLING: SPORTSWEAR COLLECTION BY PUMA AND FIRST MILE EMPOWERS COMMUNITIES IN NEED

Boston, Massachusetts; February 21st, 2020 – Global sports brand PUMA and First Mile have co-created a sportswear collection made from recycled plastic, rooted in social impact and human connection.

Crafted to help you perform your best during any workout, the PUMA x FIRST MILE collection consists of shoes and apparel made from recycled yarn that is manufactured from plastic bottles collected in the First Mile network.

The First Mile is a people-focused network that strengthens micro-economies in Taiwan, Honduras, and Haiti by collecting plastic bottles to create sustainable jobs and reduce pollution. The bottles are then sorted, cleaned, shredded, and turned into yarn, which is later used to create products with purpose that truly empower from the first mile forward.

“Even though one of the key benefits of this partnership is social impact, the PUMA and First Mile program has diverted over 40 tonnes of plastic waste from landfills and oceans, just for the products made for 2020. This roughly translates into 1,980,286 plastic bottles being reused,” said Stefan Seidel, Head of Corporate Sustainability for PUMA. “The pieces from this co-branded training collection range from shoes, tees, shorts, pants and jackets—all the apparel is made of at least 83% to even 100% from the more sustainable yarn sourced from First Mile.”

The collaboration with First Mile is part of PUMA's commitment to reduce its environmental impact and live up to its code of being "Forever Better".

"We hope that whoever buys this collection feels good about this purchase, not just in terms of choosing something that uses sustainable material, but knowing that those entrepreneurs in the First Mile are being connected to this product because it's their material going into it," said Kelsey Halling, Head of Partnerships at First Mile. "The more we can connect that last mile with the first mile, the easier this sustainable movement will be able to continue."

The first PUMA x FIRST MILE training collection will be available starting February 21st, 2020, in PUMA.com, PUMA Stores, and selected retailers worldwide.

To learn more about PUMA's commitment to sustainability, visit [PUMA.com/FOREVERBETTER](https://puma.com/FOREVERBETTER)

YT LINK: <https://youtu.be/tjQJZ2Gv-Zg>

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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 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. www.about.puma.com

At PUMA, we live by the code of FOREVER BETTER. FOREVER BETTER is our commitment to reduce our impact on the environment and be more transparent and responsible. We have challenged ourselves to do better across ten environmental areas our business impacts: Climate, Environmental Profit & Loss, Chemicals, Human Rights, Materials, Health & Safety, Air & Water, Governance, Stakeholder Engagement, and Social Compliance. Our plan aims to make big impact at scale by integrating sustainable policies into our everyday business decisions, and it affects every product PUMA makes and sells. For more information, visit www.puma.com/foreverbetter.

FIRST MILE

First Mile works with global brands to source responsibly collected recycled polyester. Working directly with waste reclamation networks in Haiti, Honduras, and Taiwan, First Mile has transformed more than 96 Million plastic bottles into income opportunities and useful products. First Mile is owned by Thread International PBC INC, and used to operate under the name Ground to Good fabric. While the name has evolved, our commitment to transparency and holistic impact remains the same. To learn more visit: www.firstmilemade.com