



MEDIA ALERT



THEO HERNÁNDEZ RULES SUPREME IN THE ULTRA 5 FUEL YOUR FAST EVENT IN MILAN

Herzogenaurach, Germany, 30th August, 2024 — Global sports company PUMA hosted the fastest event of the year – The ULTRA 5 FUEL YOUR FAST Event in Milan, Italy. The adrenaline fuelled event featured a 125-participant race tournament in the morning followed by a 12-team global football tournament to find the ULTRA 5 Champions.

Not only did the event host over 300 guests worldwide, but they were also joined by some special guests from the PUMA Fam including Theo Hernández, Christian Pulisic, Chanté Dompig, Laura Giuliani and Nesrine Bahlouli. The star players were joined on track by Scuderia Ferrari Academy Drivers Oliver Bearman and Dino Beganovic for a race to crown our track Champion with Theo Hernández taking home the victory in a wild race from start to finish.

Theo Hernández, AC Milan commented after the race, "Today was incredible, I love Motorsport and to see something like this today was so fun. Getting on track with the rest of the PUMA fam

and the Scuderia Ferrari team was wild, to win the race was amazing. The ULTRA is the fastest on the pitch and the track".

The day featured interviews with the PUMA team behind the ULTRA 5, The PUMA players in attendance and Scuderia Ferrari Academy Drivers. Not only that the event had a custom wrapped Formula One car in the ULTRA colours to celebrate the ultimate crossover of football and motorsport.

The event celebrated the ULTRA 5 Ultimate and Carbon editions that are on global release now.

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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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.