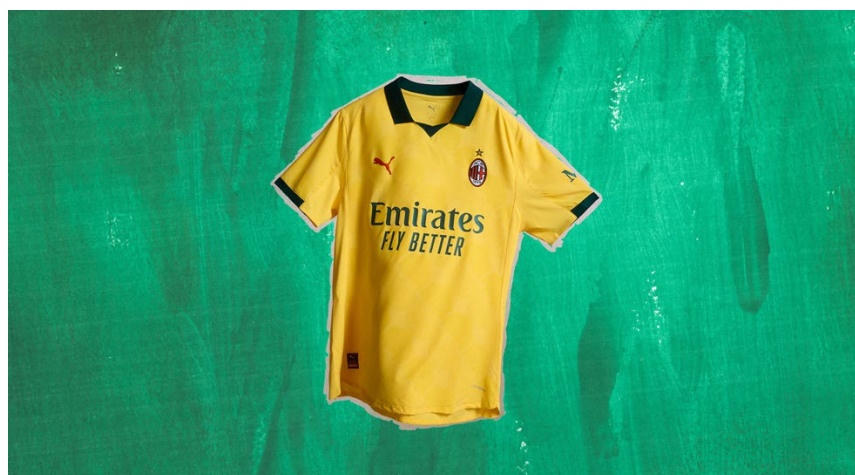




PRESS RELEASE



THE DEVIL IS IN THE DETAILS: PUMA & AC MILAN REVEAL 2025/26 THIRD KIT

Herzogenaurach, Germany, 25th July, 2025 — Global sports company PUMA and AC Milan have today unveiled the Club's Third kit for the 2025/26 season, landing in a bold design that draws from the Rossoneri's effortless sense of style.

The new Third kit is designed to capture the spirit of Milan's global reputation for fashion, design and elegance, featuring a bold all-over reworking of the iconic ACM monogram – an aesthetic nod to the fashion houses that define the city's streets, and a tribute to AC Milan's 1995/96 league winning season.

The new kit, coming in a bright, sunny yellow with deep green accents, is one that effortlessly blends football heritage with fashion-forward thinking the way only AC Milan can.

Marco Mueller, PUMA's Senior Director of Product Line Management Performance Apparel, said: "Milan is a vibrant city known for being home to some of the pioneers of the fashion world. With the 2025/26 Third kit, we wanted to embrace those associations, developing a strip that stands out from the crowd and taps into that unique Milanese style. The incorporation of the

traditional monogram detailing combines the heritage of this historic Club with a modern stylish flair that fans and players alike are sure to resonate with.”

Maikel Oetle, Chief Commercial Officer of AC Milan, commented: “We are incredibly proud to unveil our Third kit during our Pre-Season Tour – a key milestone for the Club as we prepare for the new season, both on and off the pitch. The bold new design and colors – inspired by iconic kits from our history – are a testament to the Club’s unique ability to blend tradition and innovation, style and elegance, performance and class. We look forward to seeing the kit make its debut on the pitch later this week.”

The 2025/26 Third kit is available in both Authentic and Replica versions. The Authentic Jersey, worn by the players, is crafted with PUMA’s ULTRAWEAVE fabric, which reduces weight and friction for elite-level performance. The Replica Jersey offers the same striking look with a more relaxed fit, perfect for both match days and everyday wear. Both versions incorporate PUMA’s dryCELL sweat-wicking technology to keep fans and players dry and comfortable.

Reflecting PUMA’s commitment to sustainability, the Replica jerseys are made using the RE:FIBRE initiative, utilizing recycled textile waste to create new materials without compromising quality. Containing at least 95% recycled textile waste and other used polyester materials, this initiative represents a significant step towards a more circular and sustainable production process for football jerseys.

The new Third kit was officially unveiled today in Hong Kong during a fan event at the PUMA Store in KAI TAK SPORTS PARK MALL, part of AC Milan’s 2025 Pre-Season Tour of the Asia-Pacific region. The kit will make its on-pitch debut on the 26th July at the KAI TAK SPORTS PARK when AC Milan take on Liverpool in a pre-season friendly, part of the Hong Kong Festival of Football.

The 2025/26 AC Milan Third kit is available from 25th July on PUMA.com, AC Milan Official Stores and select retailers worldwide.

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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 75 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.