



PRESS RELEASE

PUMA AND EGYPT ANNOUNCE A LONG-TERM EXTENSION OF THEIR PARTNERSHIP AS PUMA CONTINUES TO INVEST IN AFRICAN FOOTBALL

Herzogenaurach, Germany, June 19th, 2023 — Global sports company PUMA and the Egypt Football Association have announced a long-term extension of their partnership, which was first established in 2019. PUMA will continue as the Principal Partner of the Egypt Football Association, the Global Technical Supplier, and the Official Licensed Partner.

PUMA continues its strong heritage in Africa by extending their partnership with Africa's most successful Football Association, who have won the Africa Cup of Nations seven times. Under the new terms, PUMA will continue to supply performance apparel that includes bespoke kits for the men's, women's, and youth teams, and utilize the style, tradition and culture of Egypt to develop lifestyle heritage products. The new deal will also see PUMA become the Egyptian League's ball sponsor.

"This is a fantastic next step for our partnership with Egypt, two brands with a focus on diversity, inclusivity, innovation, performance and football culture," said *Paolo La Placa, PUMA Senior Teamhead Sports Marketing*. "PUMA has a strong connection to African football and will continue to invest and support football in the continent. We have a fantastic partnership with Egypt with many successful titles and look forward to continuing our great relationship as we work to give the Egyptian fans a shirt to be proud of and celebrate the Egyptian culture through product and innovation."

"We are happy to announce our new deal with PUMA as our official Technical Sponsor in a very prosperous contract that benefits Egyptian Football," said *Gamal Allam, President of EFA*.

"I have been a PUMA athlete for a large part of my career, and I am delighted at the announcement that the partnership will continue. PUMA has been a huge part of African football for many years, and we hope this will continue. We have had many successes with PUMA, and they provide our team with world-class equipment to perform at our best," said *Ahmed Hegazi, Egypt International*.

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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. <https://about.puma.com/>