



POKÉMON, I CHOOSE YOU! PUMA TEAMS UP WITH POKÉMON FOR A SPECIAL COLLECTION OF FOOTWEAR, APPAREL, AND ACCESSORIES

Herzogenaurach, Germany; November 8th, 2022 – Today, PUMA, in collaboration with The Pokémon Company International, announces its creative collection featuring the incredible world of Pokémon. PUMA takes inspiration from fan-favorite Pokémon – including Pikachu, Bulbasaur, Charmander, Squirtle, and Gengar – for the new collection featuring iconic graphics and playful attention to detail.

The collection's sneakers focus on these beloved Pokémon from the globally popular entertainment franchise, as highlighted by the PUMA Slipstream Charmander as well as PUMA's Suede, Rider FV, and TRC Blaze Court, which are inspired by Pikachu, Bulbasaur, Squirtle, and Gengar. Through the footwear range, Pokémon fans will find hidden details on the tongue label, insole, and heel.

For the accompanying apparel, textured prints add a tactile detail to items like a sherpa jacket and sweatpants, while Pokémon graphics are featured across an assortment of cotton T-shirts, relaxed crews, and hoodies. Lastly, accessories are included in the form of collaborative beanies and messenger bags.

In addition, an exclusive capsule collection from the PUMA x Pokémon collaboration - featuring RS-X Pikachu trainers and select apparel, footwear, and accessories - will be available at Foot Locker.

Offered up in family sizing, the PUMA x Pokémon collection will be available worldwide from PUMA stores, PUMA.com, Foot Locker, and select retailers starting November 12th, with retail prices ranging from 30 to 130 EUR.

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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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

POKÉMON

The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing and marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment, and the

official Pokémon website. Pokémon was launched in Japan in 1996 and today is one of the most popular children's entertainment properties in the world. For more information, visit www.pokemon.com.