



PRESS RELEASE

PUMA SIGNS NBA GUARD KILLIAN HAYES TO THE PUMA HOOPS FAMILY

HAYES BECOMES PUMA'S FIRST MEN'S BASKETBALL AMBASSADOR IN FRANCE

Paris, France, August 23, 2021 — PUMA today announced the signing of Killian Hayes, one of France's most promising young athletes, who will serve as a global ambassador for the brand. The Detroit Pistons NBA player becomes PUMA's first men's basketball ambassador in France, which is part of PUMA's plan to grow its basketball roster worldwide.

Killian Hayes, born in Florida, has spent majority of his life growing up in France where his father played basketball professionally. Killian who identifies as a Franco-American player, has made a name for himself in the U.S., when he was selected seventh overall in the 2020 NBA Draft by the Detroit Pistons. He currently holds the accolade as the highest drafted Frenchman in the history of the NBA.

PUMA returned to basketball in 2018, introducing a new wave of PUMA basketball athletes who are known for their play on the court and their personal style. Hayes will help heighten the brand's presence of basketball in France through several activations and projects. He will be wearing various PUMA Hoops styles including the new Fusion Nitro Spectra.

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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. www.about.puma.com