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FASTER.**

PRODUCT BRIEF



UNLOCK THE FUTURE WITH THE NJR CREATIVITY COLLECTION TO BE WORN BY NEYMAR JR.'S FUTURE BALLERS

Herzogenaurach, Germany, February 15th, 2024 —Global sports brand PUMA has today launched the new edition of the NJR Creativity Collection inspired by the creativity and small-sided games played on the streets of Brazil. The collection features the next-gen FUTURE 7 in custom NJR Creativity graphics, Neymar Jr. Jersey, Training Shorts, Training Pants, ¼ Zip Top and Logo Tee all in adult and junior sizes, along with the Neymar Jr. Hoody. The collection also features the Neymar Jr. Backpack, Baseball Cap, Shinpads, Graphic Ball and Miniball.

Neymar Jr.'s skills may look out of this world, but where they really come from is the streets of Santos. With colors and graphics inspired by the crazy moves seen on the Santos streets, the design has then been developed into abstract art taking the raw style of football and the geometric architecture inspired by graffiti Pixação to give the collection its final touch.

This season's NJR Creativity Collection takes you back to the places where Neymar Jr. honed his style of play, speed of thought, and all the various ways he can beat a defender. To celebrate the launch, the new FUTURE 7 NJR Creativity Edition will be worn by a team of up-and-coming future stars who have been picked by Neymar Jr. The group of players includes Johan Bakayoko, Jess Park, Marc Guiu, Jade Le Guilly, Gabriel Veron and Fiamma Benitez.

The next-gen FUTURE 7 football boots are the latest in innovation and technology, the FUTURE 7 is infused with updated FUZIONFIT360 technology, PWRPRINT and PWRTAPE innovations and the groundbreaking Dynamic Motion System Outsole. The FUTURE is back and better than ever.

The FUZIONFIT360 upper provides the ultimate fit. Combining PWRPRINT, PWRTAPE, engineered dual mesh, and stretchy knit for a snug, supportive fit for 360-degree freedom of movement on pitch. For enhanced touch the FUTURE features 3D grip textures designed for ultimate ball control so you can make every touch count. For optimal agility the FUTURE utilizes the Dynamic Motion System outsole to enhance stability, agility, and traction for unpredictable changes of direction.

The NJR Creativity Collection is available in PUMA stores, PUMA.com, and at specialist retailers from February 15th.

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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.