



# PUMA

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Sport lifestyle Fashion — Partner since 2019

Who are you? Person – company and position?

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Why does your company support the TAG Heuer Porsche Formula E Team?

Because of the innovative and progressive attitude of the TAG Heuer Porsche Formula E Team and their collaborative attitude. Furthermore, PUMA's mantra of "Forever Faster" perfectly fits the ambition of TAG Heuer Porsche Formula E team to be the best team in Formula E

What are your goals regarding this partnership?

We want to foster a long-lasting, authentic and progressive partnership to drive the motorsport image of PUMA and the TAG Heuer Porsche Formula E Team forward, and explore the potential of each brand

to generate joint projects.

What was your most formative moment so far in relation to your commitment to the TAG Heuer Porsche Formula E Team?

The marketing activation/virtual press conference in March 2021 to drive awareness of the partnership globally. There was also the Media Trip to the Formula E stop in Berlin (August 2021) to explore the potential on site of Formula E and the TAG Heuer Porsche Formula E Team.

What is it about the ABB FIA Formula E World Championship that fascinates you?

Their attitude toward sustainability and the respective innovative execution on site at the races, and the future-orientated plans to showcase e-mobility in its fastest and most competitive form

What is your company doing to promote sustainability under the motto #makeitmatter?

PUMA has its own sustainability brand campaign "Forever Better", which manages PUMA's impacts and improves PUMA's performance across ten key sustainability areas – just have a look at this link: <https://about.puma.com/en/forever-better>

PUMA's 10FOR25 targets cover a wide range of sustainability topics, including human rights, climate action and circularity, as well as plastics and the ocean: <https://about.puma.com/en/sustainability/our-targets>

## MEDIA ENQUIRIES



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