

## **FK Bodø/Glimt enters into partnership with Puma and Unisport**

*FK Bodø/Glimt, PUMA and Unisport goes into a collaboration for three next five years.*

Finally, we can announce that Puma will become our equipment supplier from the 1<sup>st</sup> of January 2024. Unisport, which is one of Europe's largest online retailers, will be joining the partnership. Through a collaboration between Glimt, Puma and Unisport, the FK Bodø/Glimt brand will be raised to a new level. The agreement initially covers five years.

### **Training gear we can be proud to wear**

FK Bodø/Glimt have worked with several possible equipment suppliers for the past months. The goal has always been to find a supplier that the club, the supporters and the players can identify with. One of the most important focus areas has been sustainability. After a thorough review, Puma proved to be the natural choice as a new supplier.

As our new equipment supplier, Puma takes over from Diadora, who has been the club's supplier for 16 years. Managing Director Frode Thomassen is very satisfied with the tripartite collaboration.

- **For many years we have had a good collaboration with Diadora, but at the same time the club has felt the need to scan the market to see who is interested in us, and who suits us best - in relation to the steps we have taken on and off the pitch in recent years. We have been through a very thorough process, experienced great interest in us as a club, and are extremely satisfied that we have landed a long-term partnership agreement with our preferred equipment supplier, Puma. This constellation also includes Unisport as a very important partner. Among other things, Unisport will handle sales of the club collection to our fans, as well as help us reach new markets for our collection of supporters, at home and abroad, says Thomassen.**

Puma is a world-leading equipment supplier and one of the world's best-known clothing brands. Today they supply equipment to clubs such as Manchester City and Borussia Dortmund, as well as FC Midtjylland and Malmö FF in Scandinavia. Since 1948, Puma has produced functional and stylish sportswear, shoes and accessories for its consumers. Their strong focus on innovation and development makes them the perfect equipment supplier for Glimt. In collaboration with Glimt and Unisport, Puma will focus on kit design that's popular for the fans, as well as developing training clothes that players, coaches and supporters can be proud to wear.

Teamhead Sports Marketing for PUMA Nordic Oskar Valdmaa is proud to finally be able to present the collaboration with FK Bodø/Glimt and Unisport.

- **We are proud to have entered into a long-term agreement with one of the largest football clubs in the Nordics. FK Bodø/Glimt not only has a great focus on achievements on the field, but they are also leaders in sustainability. The sporting results have naturally made the decision-making process easier, but the most important thing for us is that our partners have the same values as us. We are very much looking forward to actively working on the collaboration, says Valdmaa.**

## **Opening up to the international market**

Unisport is the official partner of more than 100 clubs and associations, making them one of Europe's leading online stores for football boots, kits and other training equipment.

Together with Unisport, Glimt will be able to open up to the international market that has shown itself in recent years. Among other things, there will finally be international shipping of kits and training equipment. With a passion for football, Unisport is the perfect partner for Glimt.

- **From the first dialogue between Bodø/Glimt and Puma, we have noticed a strong synergy between our values. We see Bodø/Glimt as one of the leading Nordic clubs in talent development and sustainability. Furthermore, their sporting results in recent years speak for themselves, and underline the strong position they have established in the Nordic region. Michael Burk, CEO, Unisport**
- **We look forward to servicing Bodø/Glimt and entering into a dialogue with all their partner clubs. That, and much more, supports the fact that Bodø/Glimt and Puma share our vision of making football dreams come true. We look forward to being able to celebrate big moments with the club and their supporters together. Mikkel Sass, Head of Team Sales, Unisport.**

The collaboration has been exclusively positive from the club's players and staff. Now we look forward to the journey ahead with Puma and Unisport!