

UMBRO X THE FEDERATION MALAGASY DE FOOTBALL ANNOUNCE MULTI-YEAR PARTNERSHIP



May 2024, Madagascar

Umbro South Africa is proud to announce a strategic partnership with the Federation Malagasy de Football, the governing body of football in Madagascar. This exciting collaboration marks the beginning of a dynamic relationship aimed at enhancing the development and promotion of football in Madagascar.

Umbro South Africa will become Barea's partner, as the federation is colloquially known, and supply the official kit for the federation. This partnership will provide the team with high-quality performance apparel, training gear, and equipment designed to meet the demands of professional football.

President of the Federation Malagasy de Football, Alfred Randriamanampisoa, expressed enthusiasm about the partnership: "We are thrilled to collaborate with a brand as prestigious as Umbro. This partnership is a significant step for our teams and reflects our ambition to elevate ourselves on the international stage. The Barea deserves the best, and with Umbro, we are convinced that we will provide them with the ideal conditions to excel."

Umbro South Africa's Sales Director, Byron Mulholland, also shared his thoughts on the collaboration: "We are excited to join forces with the Federation Malagasy de Football. This partnership is a testament to our commitment to supporting football development across Africa. We are eager to see the national teams of Madagascar wearing the Umbro brand and achieving new heights in their performance."

Umbro and the Federation Malagasy de Football are committed to a long-term partnership that not only benefits the national teams but also contributes to the broader development of football in Madagascar. Both organizations are excited about the opportunities this collaboration will bring and look forward to a successful journey together.

About Umbro:

Wherever there is Football, there is Umbro - since 1924. Our founder Harold Humphreys believed that if you look smart, you play smart. He believed that products crafted with style and true insight gave Umbro athletes a competitive advantage. It is a principle we still celebrate today.

Confidence in yourself and the product you are wearing is the ultimate performance booster. For this reason, the design of our collections is never just about the look, everything has been applied for a reason, blending insight and innovation with style and experience gained over many decades. With this in mind we create apparel, footwear and equipment for lovers of the game, from pro to grass roots players, from fans to those inspired by Football Culture – at Umbro we love all aspects of Football.

More than 120 teams around the world choose Umbro for our unique passion and understanding of the game. They include: AFC Bournemouth, Ipswich Town, Brentford, West Ham United (English Premier League); Dynamo Dresden, VfL Osnabrück (3.Liga); Rayo Vallecano (La Liga); Stade de Reims, FC Lorient (French Ligue 1); Heart of Midlothian (Scottish Premiership); Asociación Atlética Argentinos Juniors, Club Atlético Tucumán, Club Atlético Rosario Central (Argentinean Primera Division); Santos, Grêmio, Fluminense, Club Athletico Paranaense (Brazilian Série A); Nacional (Uruguayan Primera División); Seongnam FC (South Korea); MKE Ankaragücü (Süper Lig); Liga Deportiva Alajuelense (Liga FPD); National teams – Botswana, Democratic Republic of Congo, El Salvador, Eswatini, Guatemala, Lesotho, Sierra Leone, Uganda

About ShockProof Investments 223 (Pty) Ltd:

A business dedicated to the African football industry, ShockProof is a specialized private brand management business in the Milka Sports stable that focused on the creation and development of business opportunities for global brands in Africa. As the Umbro licensee for certain African territories, we are the official kit suppliers to over 50 professional teams and 9 national federations across the African continent.

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