



X ANTONIO RÜDIGER

DEFENSE BEYOND THE PITCH

UNDER ARMOUR SOCCER ESG

**HOW UNDER ARMOUR'S SOCCER BUSINESS
BACKS THE SPORT—THROUGH BETTER
MATERIALS, FAIR SUPPLY CHAINS, CLEANER
ENERGY, AND EQUITABLE ACCESS TO PLAY.**



**RECYCLED CONTENT IN
SOCCER UPPERS**

**SUPPLIER CODE:
NO FORCED LABOR;
WORKER VOICE**



**RENEWABLES IN UA-
RUN SITES; NET-ZERO
ROADMAP**

**FUNDING SAFE FIELDS
SO MORE KIDS PLAY**



**UA PLAYS DEFENSE FOR THE GAME ITSELF:
CLEANER MATERIALS IN SOCCER BOOTS,
RESPONSIBLE FACTORIES, RENEWABLE
ENERGY IN OUR SITES, AND ACCESS TO SAFE
MINI-PITCHES—SO MORE KIDS PLAY, **FAIRLY.****

Strategy note: Give youth players, parents, and coaches a fast, credible view of how Under Armour's soccer line protects the future of the game by improving what gear is made of, how it's made, and who gets to play. The messaging aligns with UA's challenger DNA and our World Cup-era platform that celebrates defense: we're "defending" the sport beyond 90 minutes—ties ESG to Antonio Rüdiger and a defender identity kids can own, while the copy avoids fuzzy claims and focuses on four proof pillars—materials, human rights, energy, and access. The infographic works in retail, on social, and in partner decks, converting curiosity into trust and trust into purchase intent.