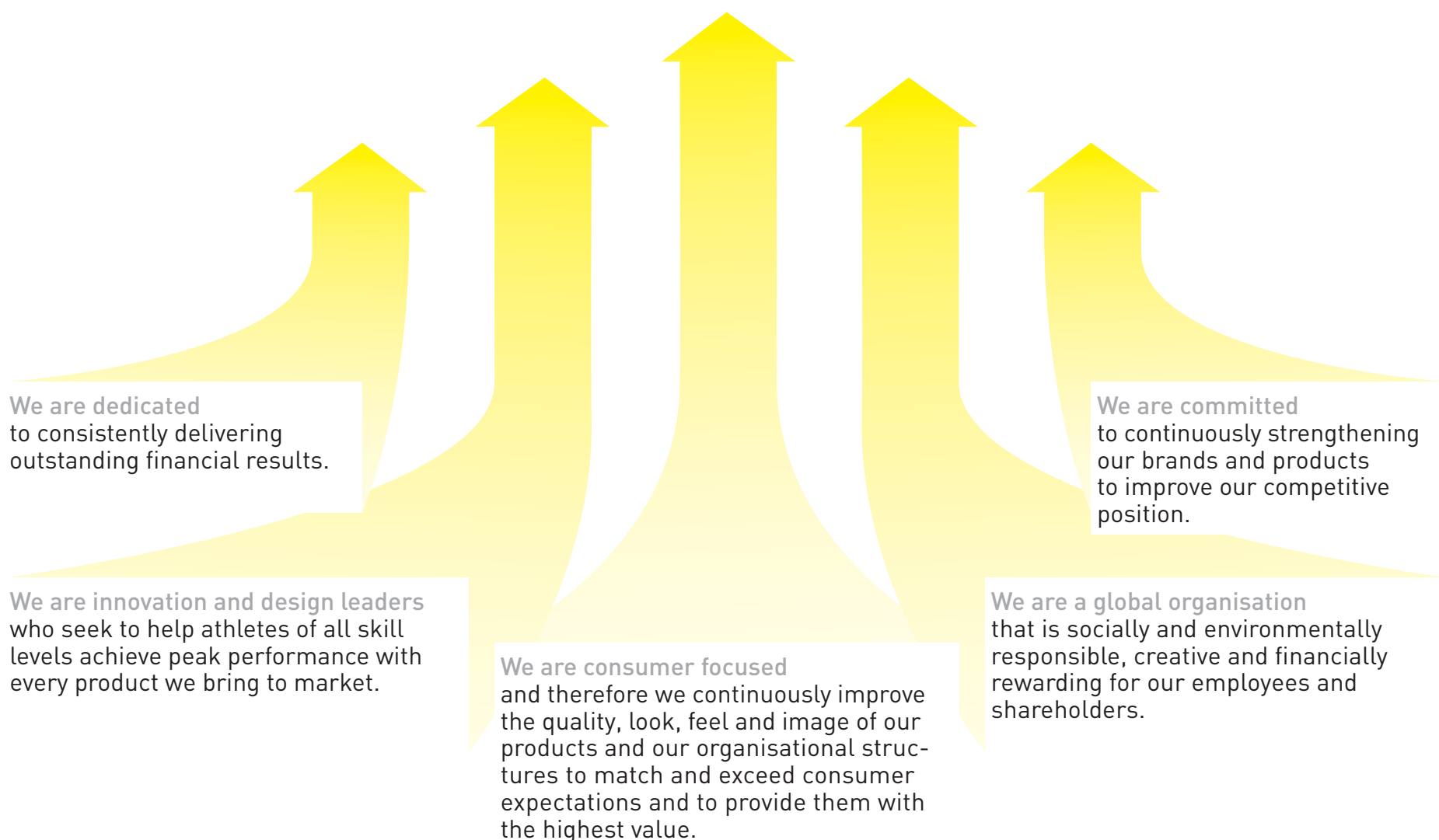


Corporate Mission Statement

The adidas Group strives to be the global leader in the sporting goods industry with sports brands built on a passion for sports and a sporting lifestyle.



We are dedicated
to consistently delivering
outstanding financial results.

We are innovation and design leaders
who seek to help athletes of all skill
levels achieve peak performance with
every product we bring to market.

We are consumer focused
and therefore we continuously improve
the quality, look, feel and image of our
products and our organisational struc-
tures to match and exceed consumer
expectations and to provide them with
the highest value.

We are committed
to continuously strengthening
our brands and products
to improve our competitive
position.

We are a global organisation
that is socially and environmentally
responsible, creative and financially
rewarding for our employees and
shareholders.