

adidas®

GROUP



adidas
(72% of Group sales)



Reebok
(20% of Group sales)



TaylorMade-adidas Golf
(8% of Group sales)



Sport Performance (80% of adidas sales)

The guiding principle of the adidas Sport Performance Division is to equip all athletes to achieve their "impossible". adidas Sport Performance brings its passion for great products to athletes in all sports and mainly focuses on four key categories globally: football, running, training and basketball.



Reebok (80% of Reebok sales)

Inspired by its roots in sport and women's fitness, Reebok is a global brand that is committed to developing innovative products which will allow Reebok to own Women's Fitness, challenge the Men's Sport category and revive its Classics heritage.



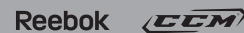
TaylorMade (70% of TaylorMade-adidas Golf sales)

TaylorMade is a leader in the industry and the number one metalwood supplier. It focuses on consumers who seek the most innovative, performance-enhancing golf equipment available, including technologically superior drivers, fairway woods, irons, putters and balls.



Sport Style (20% of adidas sales)

The Sport Style Division is the home of Originals, defined as authentic sportswear, the Fashion Group, which is the future of sportswear, and Style Essentials, the fresh sport-inspired label made accessible for style-adopting youth. Together they offer consumers products from street fashion to high fashion, all uniquely inspired and linked to sport.



Reebok-CCM Hockey (9% of Reebok sales)

Reebok-CCM Hockey is one of the world's largest designers, manufacturers and marketers of hockey equipment and apparel with two of the world's most recognised hockey brand names: Reebok Hockey and CCM Hockey.



adidas Golf (30% of TaylorMade-adidas Golf sales)

adidas Golf targets active, serious, athletic-minded golfers who understand that the right technologies can dramatically improve the performance of golf footwear and apparel.



Rockport (11% of Reebok sales)

Building on nearly four decades of engineering expertise and a commitment to innovation, Rockport designs and markets dress, casual and outdoor footwear as well as apparel and accessories that fuse dynamic technology and modern style.



Ashworth (acquired in November 2008)

Ashworth is a leading designer of men's and women's golf-inspired lifestyle sportswear distributed internationally in golf pro shops and resorts as well as upscale department and speciality stores.