

INTERVIEW WITH THE CEO Positive momentum throughout 2007 propelled the adidas share to reach an all-time high at the end of the year. The Group again improved key financial metrics, including a 7% currency-neutral sales increase and 14% earnings growth. 2008 will be a year where the world will be “United by Sport” at the European Championship in Austria and Switzerland, and then at the Beijing Olympics. With prominent positions at these two events and strong execution of brand strategies, the Group expects even stronger top- and bottom-line growth in 2008.



A handwritten signature in black ink, which appears to read 'H. Hainer'.

Herbert Hainer
CEO and Chairman of the Executive Board