

CORPORATE MISSION STATEMENT One of the key strengths of our Group lies in the diversity and breadth provided by our portfolio of brands. Our brands share a common commitment to performance, technological innovation and design and to offering customized products and distribution. However, each brand has a distinct identity, which is clearly focused to meet the needs of a specific segment within the sporting goods market. This differentiation is crucial and helps us maximize our impact with consumers.

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 consumer focused and therefore we continuously improve the quality, look, feel and image of our products and our organizational structures to match and exceed consumer expectations and to provide them with the highest value.

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

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

We are dedicated to consistently delivering outstanding financial results.