adidas GROUP

ADIDAS (69 % of Group sales)

SPORT PERFORMANCE (80 % of adidas sales)

The adidas Sport Performance division has one guiding principle: to equip all athletes to achieve their own impossible. While adidas is proud to support athletes in all sports, the Sport Performance division is mainly focused on four key categories: running, football, basketball and training.

SPORT STYLE (20 % of adidas sales)

The adidas Sport Style division is a leading supplier of authentic sports lifestyle products with its Originals line. In addition, its Y-3 collection offers cutting-edge sports fashion products to fashion-forward consumers.

REEBOK (23 % of Group sales)

REEBOK (79 % of Reebok sales)

Reebok is an American-inspired, global brand that creates and markets sports and lifestyle products built upon a strong heritage and authenticity in sports, fitness and women's categories. The brand is committed to designing products and marketing programs that reflect creativity and the desire to constantly challenge the status quo.

REEBOK-CCM HOCKEY (9 % of Reebok sales)

Reebok-CCM Hockey is the world's largest designer, manufacturer and marketer of hockey equipment and apparel with two of the world's most recognized hockey brand names: Rbk Hockey and CCM.

ROCKPORT (12 % 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 to deliver real and tangible differences to the consumer.

TAYLORMADE-ADIDAS GOLF (8 %[1] of Group sales)

TAYLORMADE (71 % of TaylorMade-adidas Golf sales)

TaylorMade is a leader in the industry and is 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.

ADIDAS GOLF (28 % 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.

1) Includes 2007 Maxfli golf ball sales. The brand was divested effective February 11, 2008.