

## ADIDAS GROUP SEGMENTAL INFORMATION: TEN-YEAR OVERVIEW

€ in millions

	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998
<b>Brands</b>										
<b>adidas</b>										
Net sales	7,113	6,626	5,861	5,174	4,950	5,105	4,825	4,672	4,427	4,316
Gross profit	3,370	3,059	2,654	2,284	2,008	2,004	1,845	1,907	1,827	1,818
Gross margin	47.4%	46.2%	45.3%	44.1%	40.6%	39.2%	38.2%	40.8%	41.1%	42.1%
Operating profit <sup>1)</sup>	920	788	693	564	365	343	352	391	431	412
Operating margin <sup>1)</sup>	12.9%	11.9%	11.8%	10.9%	7.4%	6.7%	7.3%	8.3%	9.6%	9.5%
Operating assets	3,329	3,211	2,536	2,089	2,172	2,294	1,954	2,286	1,987	1,730
<b>Reebok<sup>2)</sup></b>										
Net sales	2,333	2,473	—	—	—	—	—	—	—	—
Gross profit	902	865	—	—	—	—	—	—	—	—
Gross margin	38.7%	35.0%	—	—	—	—	—	—	—	—
Operating profit	109	86	—	—	—	—	—	—	—	—
Operating margin	4.7%	3.5%	—	—	—	—	—	—	—	—
Operating assets	2,913	3,217	—	—	—	—	—	—	—	—
<b>TaylorMade-adidas Golf<sup>3)</sup></b>										
Net sales	804	856	709	633	637	707	545	441	327	263
Gross profit	360	376	312	298	290	345	281	221	160	118
Gross margin	44.7%	43.9%	44.0%	47.0%	45.5%	48.8%	51.5%	49.5%	48.4%	44.9%
Operating profit <sup>1)</sup>	65	73	50	48	67	74	63	44	30	20
Operating margin <sup>1)</sup>	8.1%	8.5%	7.1%	7.5%	10.6%	10.5%	11.5%	10.0%	9.2%	7.6%
Operating assets	629	656	692	619	391	433	316	219	156	99