

FACTSHEET adidas Group



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| Name | adidas AG |
| Chairman & CEO | Herbert Hainer |
| Description | The adidas Group strives to be the global leader in the sporting goods industry with brands built on a passion for sports and a sporting lifestyle. With brands such as adidas, Reebok, TaylorMade, CCM Hockey and Rockport in its portfolio, the adidas Group offers a broad range of products. As a global player the adidas Group is represented in major markets all over the world. The Group comprises over 170 subsidiaries with headquarters in Herzogenaurach, Germany. |
| Established | In 1949 adidas is registered as a company, named after its founder: 'Adi' from Adolf and 'Das' from Dassler. |
| Business Year | 1.1. – 31.12. |
| Financials | adidas Group 2009 Net sales: €10.4 billion Net income: €245 million |
| Share | adidas AG's share is listed on the "Deutsche Börse" stock exchange in Frankfurt. The stock is part of the DAX-30 index, which includes only the largest German companies listed. |
| Employees | 39,596 at the end of 2009 |
| Headquarters | World of Sports Adi-Dassler-Str. 1 91074 Herzogenaurach Germany |
| Internet | www.adidas-Group.com |