



For immediate release

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adidas Group appoints new leaders for Latin America and France

Panama City/Paris/Herzogenaurach – The adidas Group today announced the appointment of new leaders for its business in Latin America and in France. André Maestrini, currently Managing Director adidas Group France, has been named Managing Director adidas Group Spanish Latin America, effective June 1, 2012. As previously announced, Charlie Maurath, currently at the helm of adidas Group Latin America, has accepted another challenge outside the adidas Group and will leave the company effective April 30, 2012.

André Maestrini's successor in France will be Alain Pourcelot, currently Brand Director adidas in France. Both André Maestrini and Alain Pourcelot will report directly to Roland Auschel, Chief Sales Officer for Multi-Channel Markets adidas Group. Because of the importance of Brazil as a market and in light of the upcoming 2014 FIFA World Cup™ where adidas is again the Official Sponsor, Supplier and Licensee, Brazil will also report directly into Roland Auschel. adidas do Brasil will continue to be led by Fernando Basualdo as Managing Director.

André Maestrini joined the adidas Group in August 2006 as Managing Director of adidas France. Over the past six years, he has built a strong team in France, has very successfully established a Joint Operating Model to support Reebok in the French market and has driven continued and progressive growth of the adidas Group's business in France. Before joining adidas, André had worked with Coca-Cola in various managerial and leadership positions, including Marketing Director for France and Chief Marketing Officer for Western Europe.

André Maestrini has a strong multi-cultural background, having also worked in Spain and the UK and having lived in Latin America for 16 years. Roland Auschel: "His leadership, experience and proven track record in France make André Maestrini a great choice to lead Latin America into the future, building upon the successful foundations that Charlie Maurath and his team have laid there."

Alain Pourcelot came to the adidas Group in October 2005 as Marketing Director for adidas France. He later held the role of Director of Performance Marketing and his most recent role, since last year, has been adidas Brand Director in France. Prior to joining adidas, Alain Pourcelot – a former French swimming champion – had worked with several multi-national companies, holding progressively responsible roles in Marketing and Sales within the Consumer Goods, Retail and Hospitality/Tourism industries. These included Pernod-Ricard and Accor hotels. Roland Auschel: "Alain Pourcelot's experience in the French market and his



familiarity with our customers, consumers and the management team there make him an ideal selection to step into this new leadership role.”

About the adidas Group

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands: adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 46,000 employees and generated sales of € 13.3 billion in 2011.

Contacts:

Media Relations

Jan Runau
Chief Corporate Communication Officer
Tel.: +49 (0) 9132 84-3830

Katja Schreiber
Director Corporate Communication
Tel.: +49 (0) 9132 84-3810

Lars Mangels
Corporate Communication Manager
Tel.: +49-(0) 9132 84-2680

Investor Relations

John-Paul O'Meara
Vice President Investor Relations
Tel.: +49 (0) 9132 84-2751

Christian Stoehr
Investor Relations Manager
Tel.: +49 (0) 9132 84-4989

Johannes Fink
Investor Relations Manager
Tel.: +49 (0) 9132 84-3461

Please visit our corporate website: www.adidas-Group.com