



## **Harm Ohlmeyer appointed new Chief eCommerce Officer for the adidas Group**

**Herzogenaurach, February 3, 2011** – The adidas Group announced today that Harm Ohlmeyer, currently COO for eCommerce, has been appointed as Chief eCommerce Officer for the adidas Group effective April 1, 2011. Christophe Bezu, currently Chief eCommerce Officer, has decided to leave the company effective April 30, 2011 and move on to a new challenge outside the adidas Group.

In his new role, Harm Ohlmeyer will be responsible for further growing the adidas Group's eCommerce business globally which has been identified as a key strategic priority for the company over the next five years. Harm Ohlmeyer will report directly to Herbert Hainer, CEO of the adidas Group.

Harm Ohlmeyer (42) has been with the adidas Group since 1998 and has held various leadership positions within the Finance organization including CFO for TaylorMade-adidas Golf, CFO for brand adidas as well as SVP Finance for Global Sales. He was named COO for eCommerce in July 2010 and has since been a key contributor to the successful development of this channel.

In addition to leading the creation of the Group's global eCommerce strategy, Christophe Bezu was spearheading the return to growth for the adidas Group in Greater China until the end of 2010. Effective January 1, 2011, Colin Currie, former SVP Marketing and Sales for the adidas Group in Greater China, succeeded Christophe Bezu as Managing Director Greater China and is now in charge of one of the most dynamic and important markets for the Group globally.

The adidas Group would like to take the opportunity to thank Christophe Bezu for his unrivalled dedication, passion and business insights with which he has contributed greatly to the company's success for almost a quarter of a century. The adidas Group wishes Christophe Bezu all the best for his new endeavour.

### **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 42,000 employees and generated sales of € 10.4 billion in 2009.

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**Contacts:**

**Media Relations**

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

Katja Schreiber  
Senior Corporate PR Manager  
Tel.: +49 (0) 9132 84-3810

**Investor Relations**

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

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

Please visit our corporate website: [www.adidas-Group.com](http://www.adidas-Group.com)