



Q1 2006 Roadshow Presentation
May 2006

An Exciting Start To 2006

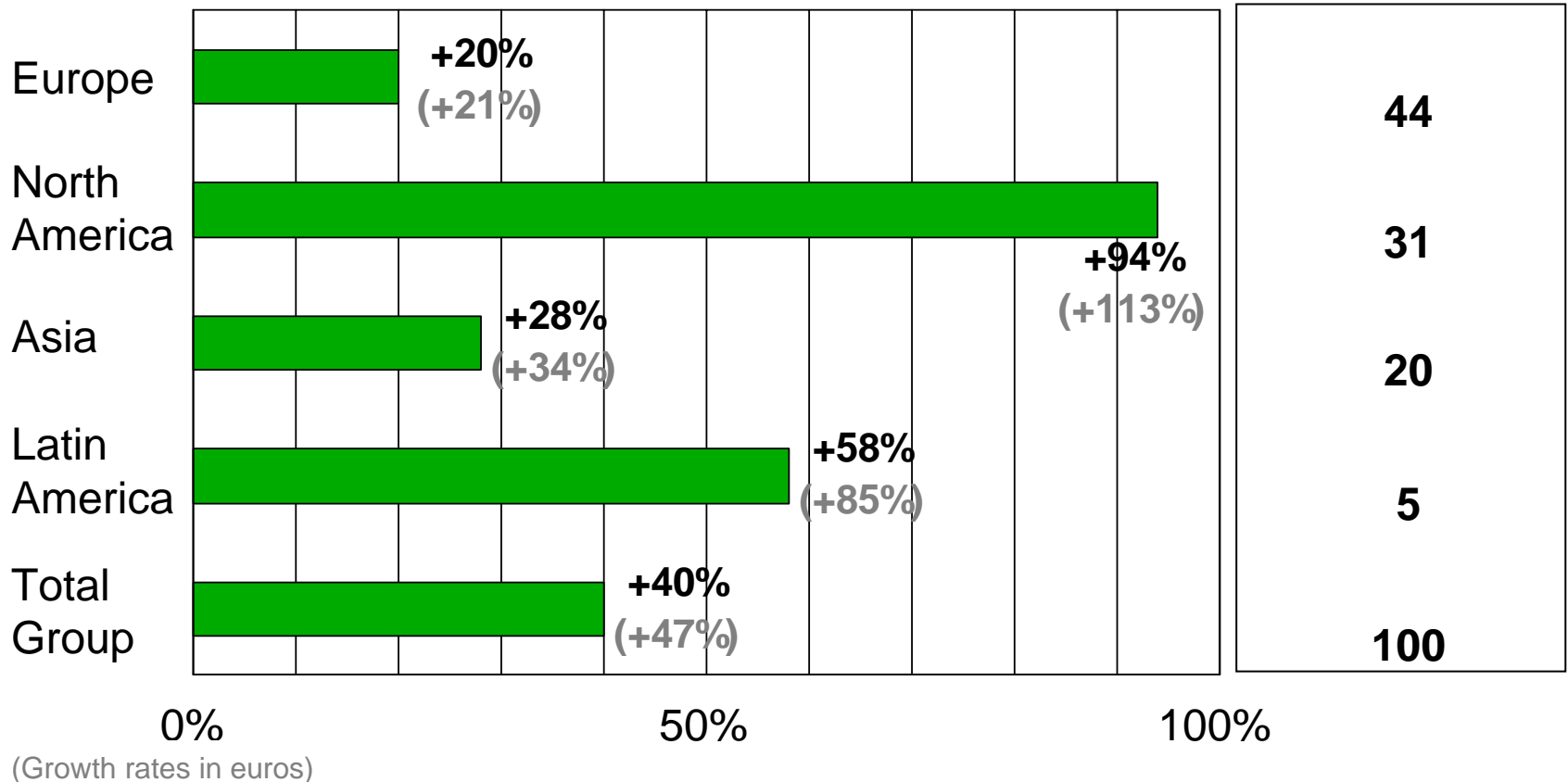
- Strong development in adidas and TaylorMade-adidas Golf segments
- Reebok becomes new Group segment
- World Cup momentum growing



Regional Sales Growth Of Combined Group

Currency-neutral adidas Group Net Sales Growth

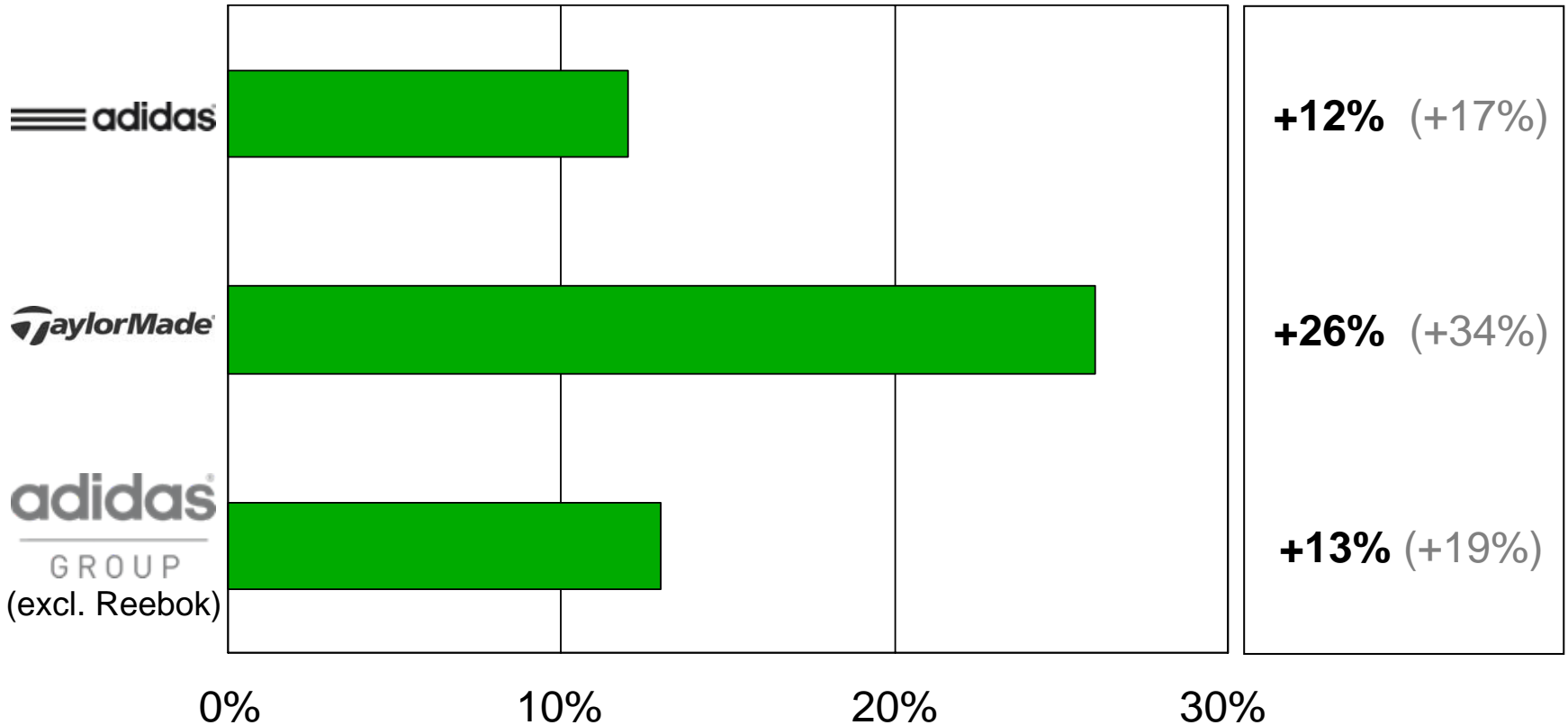
in % of total Group sales



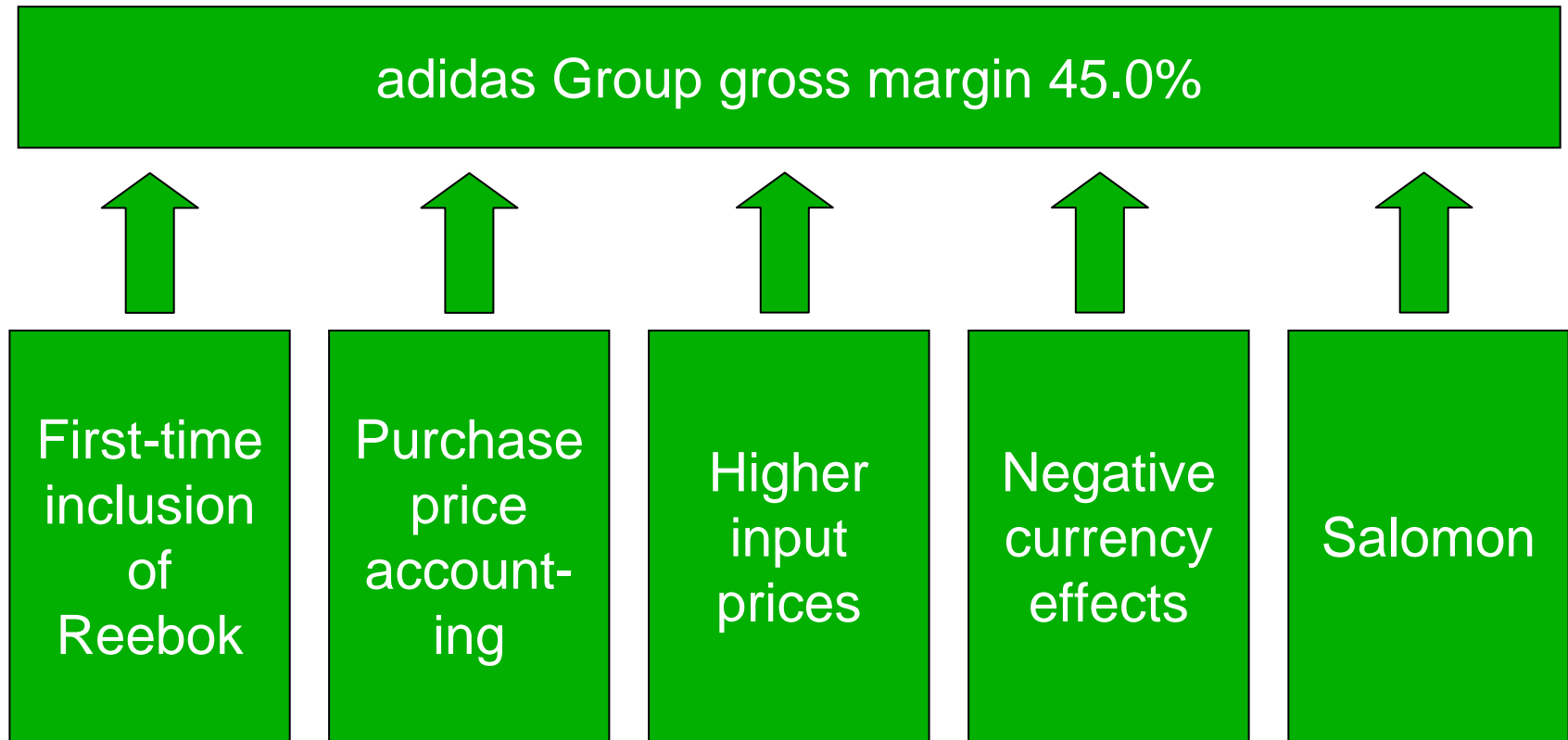
Strong Sales Development For The Group Excluding Reebok

adidas Group excl. Reebok Net Sales Growth

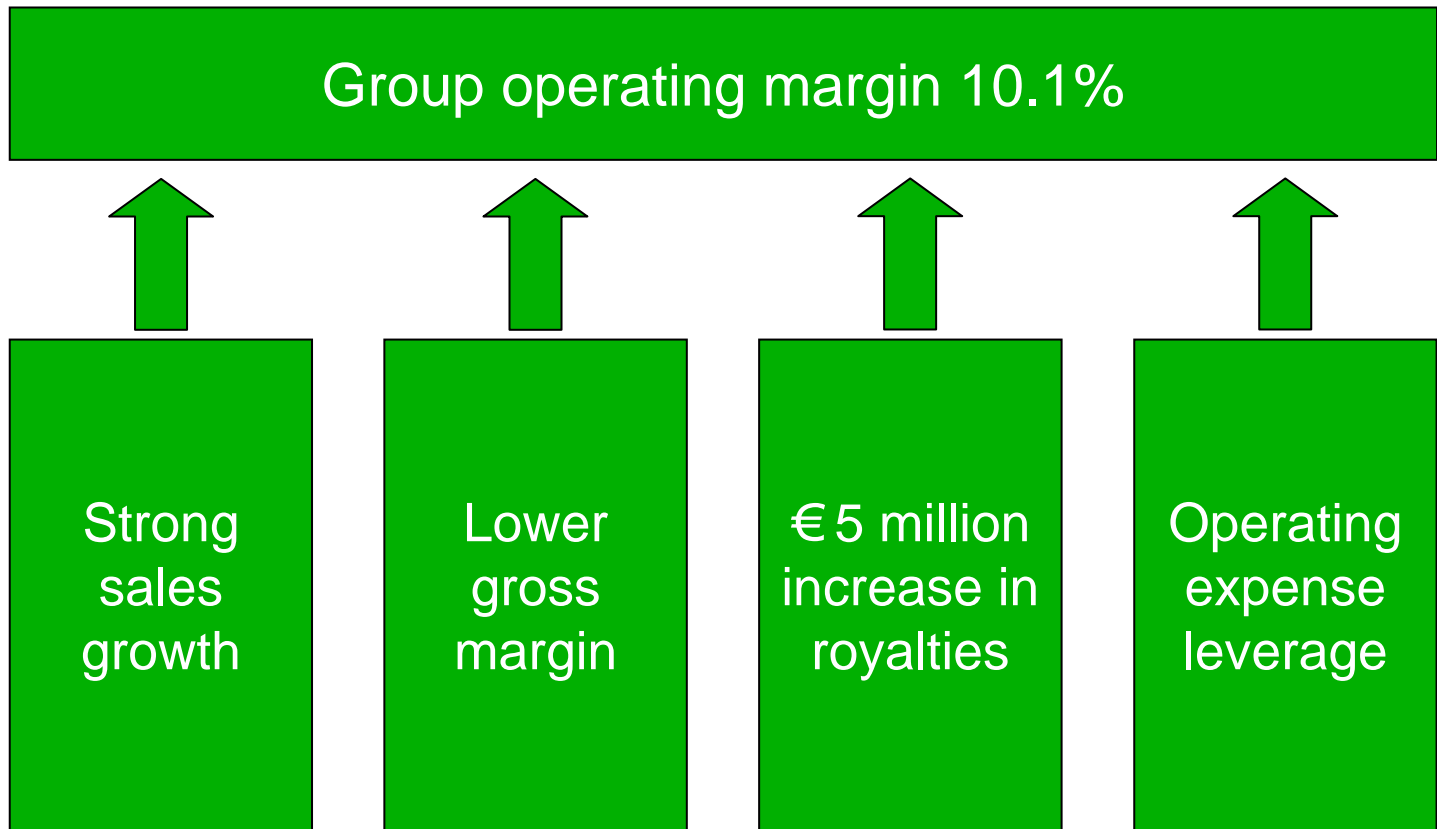
currency-neutral (in euros)



Numerous Factors Impact First Quarter Gross Margin



Sales Growth and Operating Expense Leverage Support Operating Margin



Strong IBT And Earnings Performance

- Net financial expenses increase to € 28 million
- Income before taxes grows 14% to € 220 million
- Group tax rate reduced to 31.8%
- Net income from continuing operations increases to € 150 million (+16%)

**Net income attributable to shareholders
reaches €144 million (+37%)**

Operating Working Capital Progress Continues

	adidas Group	adidas Group excl. Reebok
Inventories	+66%	+25%
Receivables	+54%	+8%

- Days of Sales Outstanding (DSO) improve
- Operating working capital as a percentage of net sales at record Q1 level of 25%
- Net debt increase reflects Reebok acquisition financing

A Strong Start For Brand adidas

- Currency-neutral sales increase 12% (+17% in euros)
- Across-the-board category growth
- Own-retail sales up 30%



Exciting Operational Developments



stella mccartney



adidas Backlogs Highlight Positive Outlook

	Change	Currency-neutral change
Total	+15%	+12%
Footwear	+11%	+8%
Apparel	+16%	+13%

- Strong sequential improvement
- Growth in all regions

Reebok Q1 Performance In Line With Expectations

- Currency-neutral sales down 16% (-10% in euros)
- Weak sales to key accounts in the US and UK
- Declines in lifestyle-oriented categories



Reebok Backlog Situation Remains Challenging

	Change	Currency-neutral change
Total	-10%	-14%
Footwear	-11%	-15%
Apparel	-9%	-13%

- Sequential improvement versus Q4 backlogs
- North America the biggest challenge

Immediately Improving Reebok's Traction In The Market

- New, motivated management team
- Tightened distribution strategy
- Better brand communication
- Focus on executional excellence



Increasing Reebok Distribution Discipline and Strengthening Brand Communication

- More selective distribution with key retailers
- Tighter allocation strategy
- Streamlined logo usage
- New NFL, running and basketball campaigns to come in FW 2006

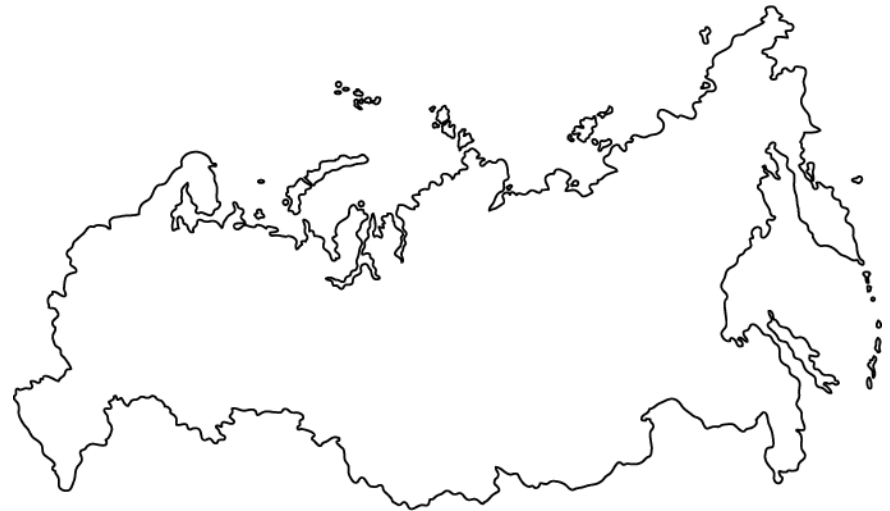


Reebok Integration Process Off To A Good Start

- Group media buying partner Carat selected



- Buy out of Russian distributor announced



Stronger Q1 Than Originally Expected For TaylorMade-adidas Golf

- Currency-neutral sales increase strongly by 26% (+34% in euros)
- Greg Norman sales total € 16 million
- Double-digit increases in all major categories
- North America and Asia show particular strength



High-single-digit growth expected in 2006

Full Year Targets Reconfirmed

	<u>2006 Targets</u>
Net sales growth	Double-digit
Gross margin	44 - 46%
Operating margin	ca. 9%
Net income growth	Double-digit

World Cup Fever in High Gear

- Football category to generate sales of more than 1.2 billion euro in 2006
- All pieces in place for a fantastic event



Positive 2006 Outlook

- Strong Q1 results
- Increased strategic orientation
- Brand-driven approach
- 2006 guidance reconfirmed



adidas[®]





GROUP

QUESTIONS & ANSWERS

An aerial, top-down view of a vibrant green football pitch. The grass is short and dense, with a rich, uniform green color. The texture of the grass is clearly visible, showing individual blades and small gaps between them. The lighting is bright, creating a slight sheen on the surface.

Appendix

Mixed Brand Gross Margin Development

	Q1/2006		
	46.6%	↓	(0.5pp)
	35.7%	-	-
	42.9%	↑	+0.1pp
	45.0%	↓	(3.0pp)

*Includes HQ/consolidation

adidas Backlogs By Product Category And Region

- Development of adidas order backlogs (in %)

	Europe	North America	Asia	Total
Footwear	4	20	20	11
Apparel	8	18	30	16
Total	8	19	28	15

- Currency-neutral development of adidas order backlogs (in %)

	Europe	North America	Asia	Total
Footwear	3	11	17	8
Apparel	8	10	26	13
Total	7	11	25	12

Reebok Backlogs By Product Category And Region

- Development of Reebok order backlogs (in %)

	Europe	North America	Total
Footwear	1	(23)	(11)
Apparel	(21)	1	(9)
Total	(8)	(14)	(10)

- Currency-neutral development of Reebok order backlogs (in %)

	Europe	North America	Total
Footwear	0	(28)	(15)
Apparel	(21)	(7)	(13)
Total	(8)	(20)	(14)