UNITED BY SPORT

SPORT KNOWS NO BOUNDARIES. SPORT IS PASSION. ALL OVER THE WORLD. EVERY ATHLETE LIVES IT. AND WE DO, TOO. EVERY SECOND.
OPERATIONAL AND FINANCIAL HIGHLIGHTS
Strong First Half Group Performance

- adidas powers ahead
- TaylorMade-adidas Golf continues to gain market share
- Progress at Reebok continues
Second Quarter Results Reflect Broad-Based Strength

- **Net Sales**
- **Gross Margin**
- **Operating Margin**
- **Net Income attributable to shareholders**

- **Up 14% currency-neutral**
- **Reaches all-time record of 50.1%**
- **Up 0.4pp to 8.2%**
- **Increases 12% to € 116 million**
adidas Group Revenues Increase 14% In Q2 2008

- In euros: 11%
- Currency-neutral: 19%

Reebok
- In euros: (9%)
- Currency-neutral: 2%

TaylorMade
- In euros: (5%)
- Currency-neutral: 6%

adidas Group
- In euros: 5%
- Currency-neutral: 14%
adidas Brand Grows Strongly In The Second Quarter

• Q2 currency-neutral sales grow 19%

• Broad-based strength across all major categories

• Full year sales to grow at low-double-digit rates
adidas Takes Home Football Victory
adidas Clear Winner of the UEFA EURO 2008™
Largest adidas Store Opened In Beijing
adidas Backlogs Increase 8%

<table>
<thead>
<tr>
<th></th>
<th>Europe</th>
<th>North America</th>
<th>Asia</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FW</td>
<td>5</td>
<td>6</td>
<td>21</td>
<td>9</td>
</tr>
<tr>
<td>APP</td>
<td>7</td>
<td>(10)</td>
<td>25</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>4</td>
<td>0</td>
<td>21</td>
<td>8</td>
</tr>
</tbody>
</table>

Currency-neutral development of adidas order backlogs by product category and region at June 30, 2008 (in %)

- Highest footwear backlogs in North America in eleven quarters
- European backlogs reflect post-event period
- Increased momentum in Asian backlogs
Reebok Sales Grow 2% In Second Quarter

- Currency-neutral sales increase 2%
- First-time consolidation of joint ventures supports sales growth
- Double-digit sales increases in many European markets
Reebok Partnership With Avon Walks Highlights Importance Of Women’s Category

• Held in more than 40 countries worldwide
• High media awareness
• Strong sell-throughs of pink ribbon line of footwear and apparel

Product timing and availability may vary by retailer.
Lewis Hamilton Partnership Strengthens Focus On Training
Reebok Launches New Communication and Product Initiatives In North America
Reebok Backlogs Not Indicative Of Future Sales

<table>
<thead>
<tr>
<th></th>
<th>Europe</th>
<th>North America</th>
<th>Asia</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FW</td>
<td>(9)</td>
<td>(29)</td>
<td>8</td>
<td>(13)</td>
</tr>
<tr>
<td>APP</td>
<td>(22)</td>
<td>(21)</td>
<td>3</td>
<td>(20)</td>
</tr>
<tr>
<td>Total</td>
<td>(10)</td>
<td>(21)</td>
<td>6</td>
<td>(13)</td>
</tr>
</tbody>
</table>

Currency-neutral development of Reebok order backlogs by product category and region at June 30, 2008 (in %)

- North American and Asian backlogs continue at levels similar to prior quarter
- Declines in UK outweigh increases in other European markets
TaylorMade-adidas Golf Grows In All Regions

- Currency-neutral sales grow 6%
- Revenues increasing in all regions
- New innovative products brought to market
- Important market share gains in metalwoods and balls
## Operating Margin Improves Again In Q2

<table>
<thead>
<tr>
<th></th>
<th>Q2 2008</th>
<th>First Half 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross profit</td>
<td>€ 1,263m</td>
<td>€ 2,552m</td>
</tr>
<tr>
<td>Gross margin</td>
<td>50.1%</td>
<td>49.6%</td>
</tr>
<tr>
<td>Operating profit</td>
<td>€ 208m</td>
<td>€ 490m</td>
</tr>
<tr>
<td>Operating margin</td>
<td>8.2%</td>
<td>9.5%</td>
</tr>
</tbody>
</table>

- **Gross profit** increased by **11%** in Q2 compared to **10%** in the first half of 2008.
- **Gross margin** increased by **+2.7pp** from 47.4% to 50.1%.
- **Operating profit** increased by **+10%** to €208m.
- **Operating margin** improved by **+0.4pp** to 8.2%.
## Second Quarter EPS Increases 15%

<table>
<thead>
<tr>
<th></th>
<th>Q2 2008</th>
<th>First Half 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net financial expenses</td>
<td>€ 39m</td>
<td>€ 71m</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>€ 169m</td>
<td>€ 419m</td>
</tr>
<tr>
<td>Effective tax rate</td>
<td>30.8%</td>
<td>31.5%</td>
</tr>
<tr>
<td>Net income attrib. to shareholders</td>
<td>€ 116m</td>
<td>€ 286m</td>
</tr>
<tr>
<td>Basic EPS</td>
<td>€ 0.59</td>
<td>€ 1.42</td>
</tr>
</tbody>
</table>
Progress On Share Buyback Program Continues

7.7 million shares repurchased to date for € 318 million
Net Debt Reduction Continues Despite Buyback

- Net borrowings decrease 6% to €2.260 billion
- Share buyback program remains a priority
- Financial leverage increases slightly to 82.3%

Underlying development even better excluding share buyback
Operating Working Capital Development Supports Further Growth

- 16% currency-neutral inventory growth reflects emerging market expansion
- Receivables increase below Q2 sales growth rate
- Payables grow 33% on a currency-neutral basis

Average operating working capital as a percentage of sales reduced by 1.4pp to 24.2%
### 2008 Outlook Improves

<table>
<thead>
<tr>
<th>adidas Group Targets 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Currency-neutral sales growth</td>
</tr>
<tr>
<td>Gross margin</td>
</tr>
<tr>
<td>Operating margin</td>
</tr>
<tr>
<td>Net income growth</td>
</tr>
</tbody>
</table>
Olympics Set The Pace For Second Half Performance

• Olympics a medium-term growth catalyst for the Group in China

• adidas positioned for continued growth

• TaylorMade-adidas Golf in strong position

• Reebok sales performance to improve during second half of the year
APPENDIX
Upcoming Financial Reporting Dates

- Nov 6, 2008: Nine Months 2008 Results
- Mar 4, 2009: 2008 Full Year Results
- May 5, 2009: First Quarter 2009 Results
- May 7, 2009: Annual General Meeting
- Aug 5, 2009: First Half 2009 Results
- Nov 4, 2009: Nine Months 2009 Results
Record Second Quarter Gross Margin

Positives:
- Regional and product mix
- Currency benefits
- Own-retail

Negatives:
- Input costs

Group Full Year Gross Margin Guidance To Exceed 48.0%

1) Includes HQ/Consolidation
adidas Group Revenues Increase 12% In H1 2008

- **adidas**: 16% currency-neutral, 10% in euros
- **Reebok**: 11% currency-neutral, 2% in euros
- **TaylorMade**: 11%
- **adidas Group**: 12% currency-neutral, 4% in euros
Q2 Sales Grow At Double-Digit Rate In All Regions Except North America

Europe
- In euros: 14%
- Currency-neutral: 20%

North America
- In euros: 5%
- Currency-neutral: 9%

Asia
- In euros: 16%
- Currency-neutral: 24%

Latin America
- In euros: 5%
- Currency-neutral: 14%

34%