

For immediate release

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adidas AG amends full year 2013 guidance

Herzogenaurach – Following today’s Executive Board meeting, Management is updating its full year expectations to account for recent negative market developments. Firstly, the further weakening of several currencies versus the euro throughout August and September such as the Russian rouble, Japanese yen, Brazilian real, Argentine peso, Turkish lira and Australian dollar have intensified the negative currency translation headwinds already highlighted by Management during the course of the year. This is estimated to lead to a high-single-digit percentage point negative translation impact in the third quarter. Secondly, an unexpected short-term distribution constraint as a result of the transition to the adidas Group’s new distribution facility in Chekhov, close to Moscow, is impacting the quantity of new product flow to stores. While the problem is expected to be resolved at the beginning of the fourth quarter, this, together with the weakness of the Russian rouble, means that the Group’s 2013 goals for Russia/CIS are no longer attainable. Finally, the continued softness in the global golf market and TaylorMade-adidas Golf’s focus on maintaining healthy inventory levels in the marketplace will lead to a lower sales and profit contribution from the segment than originally forecasted.

Taking all of these issues into account, Management now expects a low-single-digit currency-neutral sales increase (previously: low- to mid-single digit increase) for the full year, an operating margin of around 8.5% (previously: approaching 9.0%) and net income attributable to shareholders to increase at a mid-single-digit rate to a level of € 820 million to € 850 million (previously: € 890 million to € 920 million). In terms of phasing, a significant portion of the negative impact will be in the third quarter, with Management continuing to expect a strong rebound in sales and profitability growth in the fourth quarter. adidas Group nine months financial results will be released on November 7, 2013.

“Despite the increased headwinds we are facing in the short term, we remain confident and resolute in pursuit of our Route 2015 strategic aspirations,” stated Herbert Hainer, adidas Group CEO. “Based on the strong demand for our highlight concepts and innovations in our key categories, the upcoming initiatives for the FIFA World Cup 2014™ and positive customer feedback to our spring/summer 2014 collections both at adidas and Reebok, momentum will clearly return to our business in the fourth quarter and beyond.”

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 46,000 people across the globe and generated sales of € 14.9 billion in 2012.

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