

For immediate release

September 19, 2013

Roland Auschel appointed to the Executive Board of adidas AG

Herzogenaurach – The Supervisory Board of adidas AG today appointed Roland Auschel (50) to the Executive Board of adidas AG effective October 1, 2013. Roland Auschel, currently Chief Sales Officer Multichannel Markets, will assume responsibility for Global Sales on a Board level. In addition to his role as CEO, Herbert Hainer will remain directly responsible for the Group's largest market, North America.

Michael Stanier, Chief Sales Officer Consumer Direct, and Harm Ohlmeyer, Chief eCommerce Officer, will report into Roland Auschel. With this appointment, adidas underlines its mission to be the leading sales organisation in the sporting goods industry across all sales channels. The adidas AG Executive Board will expand from four to five members:

- Herbert Hainer, CEO
- Roland Auschel, Global Sales
- Glenn Bennett, Global Operations
- Robin Stalker, Chief Financial Officer
- Erich Stamminger, Global Brands

Roland Auschel, a German national, joined the adidas Group in October 1989 as Strategic Planner. During his 23-year career with adidas, Roland Auschel has held senior management positions of increasing responsibility on a local, regional and global level, including Business Unit Manager, Key Account Manager Europe, Managing Director Market Central (Germany, Austria and Switzerland) and Head of Region Europe, Middle East and Africa adidas Group. Since July 2009, Roland Auschel has held the position of Chief Sales Officer Multichannel Markets.

Roland Auschel is an avid runner and tennis player. He lives with his wife and two children in Erlangen, Germany. He holds a degree in Business Studies ("Diplom-Betriebswirt"), a BA in European Business Studies (UK) and an MBA (US).



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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