

adidas secures clean sweep at 2014 FIFA World Cup™

Herzogenaurach / Rio de Janeiro, July 14, 2014 – German sportswear brand adidas has secured victory on and off the pitch at the 2014 FIFA World Cup Brazil™. adidas Group CEO Herbert Hainer commented: “This World Cup has been an outstanding success for adidas and clearly underlines our position as the world’s leading football brand. From having both finalists, the winning team and all three adidas golden award winners to achieving record football sales and being the most talked-about brand in social media, we were able to dominate the tournament on and off the pitch.”

On the field of play, adidas outperformed all competitors: adidas outfitted yesterday’s two finalists, World Champion Germany and runner-up Argentina, and is also the partner of adidas Golden Ball winner Leo Messi, adidas Golden Boot winner James Rodriguez, adidas Golden Glove winner Manuel Neuer. For the final, adidas supplied the Official Match Ball, brazuca Final Rio, outfitted the referees and ball kids and used the stadium boards to bring home its brand message “all in or nothing”.

In terms of sales, adidas will achieve a new record in football of € 2 billion this year. adidas will sell more than 8 million jerseys altogether, significantly more than in the year of the 2010 FIFA World Cup (6.5 million). The Germany jersey is leading the way, with record sales of more than 2 million units, over 30% more than in the previous record year 2006 (1.5 million DFB jerseys). Further bestsellers are the Argentina, Mexico and Colombia jerseys, with sales of more than one million units each. In addition, adidas will sell more than 14 million footballs in the design of the brazuca, the Official Match Ball of the 2014 FIFA World Cup™ – one million more balls than in the year of the 2010 FIFA World Cup™.

Over the duration of the 2014 FIFA World Cup Brazil™, the world’s number one football brand has been the most talked-about brandⁱ with an increase of 5.8 millionⁱⁱ followers across all major social media platforms - more than any other sports brand.

From its base in Rio, “Posto adidas” (Posto is the name given to local landmarks along the beaches of Rio de Janeiro), the adidas marketing team posted a combination of planned, anticipated and reactive content to drive its conversation online with football fans. Focussing its campaign on share of voice and reactive moments, results show that adidas had 917,000ⁱⁱⁱ mentions of #allin on Twitter - more than three times as much as any other brand during the tournament.

adidas Football had the largest social media community growth (across sports brands) throughout the tournament, showing a 14.5%^{iv} increase. Share of voice across all key social media platforms in the tournament was also 22 percentage points^v higher than the nearest sports brand competitor.

brazuca, the Official Match Ball of the 2014 FIFA World Cup Brazil™, has also been one of the major successes of the tournament. Its @brazuca Twitter handle has been the largest

growing account on the platform during the World Cup tournament growing over 2.98 million (603%)^{vi}. @brazuca was also one of the most engaged Twitter handles compared to other brands in the sports category during the tournament, with 530,000^{vii} user interactions.

The adidas Battle Pack series of boots which was designed specifically for this FIFA World Cup™ also performed outstandingly, both on and off the pitch. The adidas adizero f50 was the highest scoring boot of the tournament, with 46 goals, including three of the top scorers in the tournament wearing the adidas adizero f50 boot (Rodriguez 6, Müller 5 and Messi 4). At this FIFA World Cup™, players wearing adidas had a 30% higher rate of goal scoring compared to players wearing next best competitor's products^{viii}. Online, #f50 was the most used football footwear hashtag on Twitter during the 2014 FIFA World Cup Brazil™ tournament with 257,000^{ix} mentions.

About adidas Football

As global leader in football, adidas is also the Official Partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. Some of the world's best players on the adidas roster are Leo Messi, Gareth Bale, Thomas Müller, Arjen Robben, James Rodriguez, Toni Kroos, Karim Benzema, Philipp Lahm and Bastian Schweinsteiger.

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 50,000 people across the globe and generated sales of € 14.5 billion in 2013.

Contacts:

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

Katja Schreiber
Director Corporate Communication
Tel.: +49 (0) 9132 84-3810

Lars Mangels
Corporate Communication Manager
Tel.: +49 (0) 9132 84-2680

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

Christian Stoehr
Senior Investor Relations Manager
Tel.: +49 (0) 9132 84-4989

For additional information about adidas Football visit www.adidas.com/WorldCup or go to facebook.com/adidasfootball or [@adidasfootball](https://twitter.com/adidasfootball) on twitter to join the conversation.

i brand mentions in combination with World Cup specific phrases, hashtags and hashflags considering Twitter, News Sites, Blogs, Forums, Tumblr posts and publicly available status updates on Facebook – Source: Sysomos

ii Total number of new followers added during the World Cup period on Twitter, Instagram, Tumblr, Google+, Facebook and YouTube considering global and WC relevant brand accounts like Team Messi, @adidasfootball, @brazuca and @adidasoccer – Source: Simply Measured

iii Considering all branded football related #allin mentions during the World Cup period – Source: Sysomos

iv See ii

v Considering all branded football conversations across Twitter, Instagram (uploaded photos), Facebook (status updates), Blogs, Forums, News Sites and YouTube (uploaded videos) compared to key competitors - Source: Sysomos

vi Considering the follower growth of @brazuca during the World Cup period – Source: Simply Measured

vii User interactions are defined as a combination of retweets, replies, favorites and account mentions around @brazuca – Source: Simply Measured

viii Probability is based on the proportion of number of goals scored, divided by total number of sponsored athletes, expressed as a percentage

ix Considering all #f50 mentions on Twitter during the World Cup period – Source: Sysomos