

FOR IMMEDIATE RELEASE

March 20, 2015

adidas Group to take control of distribution rights for Reebok in Brazil and Argentina

Herzogenaurach, Germany - The adidas Group announced today that in mutual agreement with Vulcabrás S.A. it will take control of the distribution and licence rights for the Reebok brand in Brazil and Argentina, when the current joint venture agreement concludes at the end of 2015.

By concluding the distribution and licence contract as well as the related joint venture agreement with Vulcabrás S.A., the adidas Group will hold the exclusive distribution rights for Reebok products in Brazil and Argentina as of January 1, 2016.

The Reebok and Vulcabrás partnership dates back to 1992, when Vulcabrás became the official distributor and licensee of the Reebok brand in Brazil. In 2008, the partnership was enhanced with the creation of a joint venture, governed by a Board of Directors comprised of Reebok and Vulcabrás executives, whereby Vulcabrás S.A. would distribute Reebok footwear, apparel and accessories in Brazil and Argentina through to the end of 2015.

"We have enjoyed a long and successful business partnership with Vulcabrás, but we are committed to ensuring that both the Reebok and adidas brands are operating under the adidas Group in all markets around the world," said Roland Auschel, Executive Board Member of adidas AG, responsible for Global Sales. "We will work closely with Vulcabrás to ensure we deliver strong results in 2015 and to ensure a smooth transition entering 2016."

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 and Reebok-CCM Hockey. Headquartered in Herzogenaurach/Germany, the Group employs more than 53,000 people across the globe and generated sales of € 14.5 billion in 2014.



Contacts:

Media Relations

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

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

Dan Sarro
Reebok Corporate Communications
Tel: +1 (781) 401-4443

Investor Relations

Sebastian Steffen
Vice President Investor Relations
Tel.: +49 (0) 9132 84-4401

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

Yifeng Wang
Manager Investor Relations
Tel: +49 (0) 9132 84-3057

Please visit our corporate website: www.adidas-Group.com