

**adidas Greater China achieves record sales of
EUR 2 billion in 2015**

Herzogenaurach/Shanghai, January 4, 2016 – The adidas Group today announced that its Greater China subsidiary achieved its target of EUR 2 billion in net sales in 2015, marking the company's highest ever annual sales in this region. Greater China is the second-largest market for the adidas Group globally. In the first nine months of 2015, sales in Greater China grew 18.4% compared to 2014.

"This record achievement is a direct result of adidas' ability to execute upon a decisive strategy," said Colin Currie, Managing Director, adidas Group Greater China. "I'm proud of our consistent delivery of innovative products and engaging marketing campaigns. This solid financial result is a reflection of our success in Greater China."

As a result of adidas' focus to develop a winning position in the Greater China market over the last years, adidas has strengthened its position across all key sports categories, expanded its retail presence to more than 8,500 stores in both higher and lower tier cities and launched new and exciting segmented retail stores such as Women's, Sportswear Collective and Basketball. Today, adidas is the leading women's sports brand, and Originals and NEO have become the #1 sport style brand and the #1 sport casual brand in China respectively.

Building upon this solid foundation, adidas' new strategy themed 'Creating the New' is aimed at propelling adidas to greater heights by becoming the 'best sports brand' in Greater China by 2020. The company's new 5-year game plan will serve as a blueprint to seize further growth opportunities. Under this new framework, adidas will continue to focus on five main drivers – Football, Running, Women's, Kids and Originals – as part of a brand strategy to strengthen key categories and lead mindshare.

To fuel the company's continued brand leadership, a new framework is built around three major strategic choices: cities, speed and open source. By 'Creating the New', this plan will chart the path of the company's continued growth as adidas seeks to meet the demands of China's burgeoning middle class who are placing a higher emphasis on quality of life experiences and the needs of a nation with an ignited interest in sports.



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 has more than 50,000 employees and generated sales of EUR 14.5 billion in 2014. In Greater China, the Group employs more than 3,000 people and generated sales of EUR 1.8 billion in 2014.

The Group will announce full-year results for 2015 on March 3, 2016.

Contacts:

Sabrina Cheung

Tel: +86-21-2525 6680

Email: Sabrina.Cheung@adidas-Group.com

Gina Zhu

Tel: +86-10-8520 3299

Email: gina.zhu@ogilvy.com

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