



CHARITABLE GIVING GUIDELINES

MISSION

We strongly believe that through sport, we have the power to change lives. With our charitable giving activities, we aim to create long-term change and societal progress for our communities.

AREAS OF ENGAGEMENT

Our engagement for our communities globally is purpose-led, impact-driven, and community-focused. To create real impact, our engagement

- Always links to our purpose, through sport we have the power to change lives
- Is built around our key sport categories football, running, training, outdoor and lifestyle.
- Focuses on key markets, key cities, and key sourcing locations.

FORMS OF CHARITABLE GIVING

Serving the different needs of our communities, Charitable Giving at adidas can take the form of:

- Financial contributions
- In-Kind contributions such as:
 - Products
 - Equipment
 - Services
 - Know-how
- Employee volunteering and donations

Through Charitable Giving, adidas only supports projects or programs that are anchored in our areas of engagement. Charitable Giving at adidas is not meant to secure the operations of the project-executing organization. Any form of dependency on adidas as a sponsor should be avoided.

TRUSTED PARTNERS

To ensure maximum social impact, adidas holds long-term partnerships with renowned non-governmental organizations, non-profit organizations, or social entrepreneurs who share our mission and values, support a social cause in line with our purpose, provide local expertise, and create social impact. All partner organizations need to have a proven track-record of integrity in program implementation, financial management, and project effectiveness. In addition, they need to act in accordance with the adidas Fair Play Code of Conduct and comply with the adidas Anti-Bribery and Corruption Policy, as well as other applicable adidas policies.



IMPACT TRACKING

Creating social impact is the primary goal of adidas' Charitable Giving. To ensure maximum impact, all social initiatives at adidas are tracked and reported across the company. This will allow to focus our activities on outcome rather than input. Outcome-oriented reporting will support informed decision-making, ensure efficient use of company resources, and create transparency.

Restrictions

Charitable Giving activities always aim to support the common good and are not commercially driven. Likewise, adidas does not receive rights or tangible benefits in return.

All Charitable Giving must be transparent and comply with all applicable laws and regulations. adidas does not provide Charitable Giving for the purposes of, in particular:

- Benefitting private interest of any individual.
- Political campaigns, parties, associations and representatives of advocacy groups.
- Benefitting organizations which discriminate on any of the actual or perceived characteristics listed in our Anti-Harassment and Anti-Discrimination Policy.
- Cultural projects in association with film, music and theatre sponsoring.
- Religious causes.
- Advertising and promotion.