



For immediate release

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adidas expands digital presence and launches new adidas app

- **new adidas app enables seamless shopping experience, personalized services and inspiration on sport and style to consumers**

Herzogenaurach / San Francisco – “To you, for you, with you” is the motto for the new adidas app, which the sporting goods company revealed at Dreamforce, the world’s largest software conference, in San Francisco, California. The new app uses Salesforce technology including Commerce Cloud, Marketing Cloud and Service Cloud, and is available for download through the Apple App Store and the Google Play Store in the U.S. and UK.

The adidas app offers an adidas experience tailored to the consumer’s preferences and behaviour. It offers easy access to the adidas’ online store product offerings and providing consumers with customized product recommendations, inspiration through personalized articles, blog posts, videos and real-time updates about the sports, athletes and products they care about. Consumers can complete transactions directly in the app using the tap to buy through Apple Pay and Android Pay, track their order and chat with consumer service. adidas plans to roll out the new app in more countries through the first half of 2018.

“With the adidas app we are truly enhancing and personalizing our consumer’s experience with adidas. With one tap, consumers can now purchase directly through the app, track their order, interact with the brand and benefit from a customized newsfeed,” said Joseph Godsey, Head of Digital Brand Commerce at adidas.

“The app gets to know the consumer’s sport and style preferences and learns from his or her behaviour and interaction with adidas across all our digital touch points. The most relevant news stories, articles, blog posts, videos and events announcements are surfaced to engage with the consumer on what they are passionate about. It will take into account preferred sizes and colours and shows availability based on the consumer’s country location.”

“The adidas app is a great example of the premium, connected and personalized experiences we want to create across all our consumer touch points. The new app helps us connect and create direct relationships with our consumers, inspiring them in their own journey with sport and style, while also offering the products and

services they really want and need, when and where they want them. The app is an integrated part of the adidas digital ecosystem; it enables us to further evolve our business and ensure eCommerce continues as our fastest growing sales channel.”

Redefining its digital presence is part of adidas’ commitment to achieve greater consumer centricity and accelerate digital transformation across its entire organization as part of its 2020 strategy “Creating the New”. The www.adidas.com and www.reebok.com websites are already today the brands’ largest and most profitable own points of sale globally. By 2020 the company plans to achieve €4 billion in sales coming from its own eCommerce platforms, compared to € 1 billion in 2016.

About adidas

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs 60,000 people across the globe and generated sales of € 19 billion in 2016.

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Please visit our corporate website: www.adidas-Group.com. Pictures are available upon request.