

For immediate release

January 18, 2016

AD HOC: Kasper Rorsted to succeed Herbert Hainer as CEO of adidas AG

Herzogenaurach – Kasper Rorsted (53), currently Chief Executive Officer of Henkel AG & Co. KGaA, is to succeed Herbert Hainer (61) as CEO of adidas AG. At today's extraordinary meeting of the Supervisory Board in Herzogenaurach, he was appointed as ordinary member of the Executive Board effective August 1, 2016 and CEO of adidas AG effective October 1, 2016. After a two-month transition period, Herbert Hainer will relinquish his Executive Board mandate effective September 30, 2016, prior to the expiry of his Executive Board service contract at the end of March 2017.

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