

Quarterly performance by segment 2018 to 2017

€ in millions

	Q1				Q2				Q3				Q4				Full Year			
	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.
Western Europe																				
Net sales		1,537				1,433				1,671				1,292				5,932		
adidas		1,386				1,325				1,526				1,196				5,434		
Reebok		150				107				145				96				499		
Gross profit		686				644				758				622				2,711		
Gross margin		44.7%				45.0%				45.4%				48.1%				45.7%		
Operating profit		332				288				389				182				1,192		
Operating margin		21.6%				20.1%				23.3%				14.1%				20.1%		

	Q1				Q2				Q3				Q4				Full Year			
	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.
North America																				
Net sales		988				1,014				1,099				1,175				4,275		
adidas		880				915				994				1,054				3,843		
Reebok		108				99				105				121				432		
Gross profit		376				420				437				456				1,689		
Gross margin		38.1%				41.4%				39.8%				38.8%				39.5%		
Operating profit		97				131				123				117				468		
Operating margin		9.8%				12.9%				11.2%				9.9%				10.9%		

	Q1				Q2				Q3				Q4				Full Year			
	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.
Asia/Pacific																				
Net sales		1,744				1,495				1,664				1,500				6,403		
adidas		1,649				1,412				1,584				1,421				6,067		
Reebok		96				83				80				78				337		
Gross profit		974				854				921				815				3,565		
Gross margin		55.8%				57.1%				55.4%				54.3%				55.7%		
Operating profit		625				497				576				418				2,115		
Operating margin		35.8%				33.2%				34.6%				27.8%				33.0%		

	Q1				Q2				Q3				Q4				Full Year			
	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.
Latin America																				
Net sales		454				441				502				510				1,907		
adidas		397				387				441				447				1,673		
Reebok		57				53				61				63				235		
Gross profit		181				173				200				249				803		
Gross margin		39.9%				39.2%				39.8%				48.8%				42.1%		
Operating profit		49				47				68				103				268		
Operating margin		10.9%				10.6%				13.6%				20.3%				14.0%		

	Q1				Q2				Q3				Q4				Full Year			
	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.
Emerging Markets																				
Net sales		367				277				376				280				1,300		
adidas		330				240				329				254				1,153		
Reebok		37				37				47				27				147		
Gross profit		176				137				181				146				640		
Gross margin		47.9%				49.6%				48.1%				52.1%				49.2%		
Operating profit		97				61				110				58				325		
Operating margin		26.5%				21.9%				29.2%				20.7%				25.0%		

	Q1				Q2				Q3				Q4				Full Year			
	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.
Russia/CIS																				
Net sales		160				181				173				146				660		
adidas		116				135				125				103				478		
Reebok		44				46				48				44				182		
Gross profit		100				120				114				95				429		
Gross margin		62.3%				66.4%				65.8%				64.9%				64.9%		
Operating profit		13				45				47				31				136		
Operating margin		8.2%				24.8%				27.2%				21.3%				20.6%		

	Q1				Q2				Q3				Q4				Full Year			
	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.
Other Businesses																				
Net sales		197				198				192				152				739		
Gross profit		82				79				68				59				288		
Gross margin		41.9%				39.9%				35.2%				39.1%				39.0%		
Operating profit		30				20				20				-2				69		
Operating margin		15.4%				10.3%				10.3%				-1.3%				9.3%		

	Q1				Q2				Q3				Q4				Full Year			
	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.	2018	2017	Change	Change c.n.
Total Company																				
Net sales		5,447				5,038				5,677				5,056				21,218		
Gross profit		2,702				2,525				2,864				2,613				10,703		
Gross margin		49.6%				50.1%				50.4%				51.7%				50.4%		
Operating profit		637				505				795				132				2,070		
Operating margin		11.7%				10.0%				14.0%				2.6%				9.8%		

Figures reflect continuing operations as a result of the divestiture of the Rockport, TaylorMade, Adams Golf, Ashworth and CCM Hockey businesses.