

adidas Group employees create the future workplace

Herzogenaurach, August 10, 2015 – Beginning of the month 300 Brand Management employees moved into a new office building ('PITCH'), where they will test different workplace concepts on three floors and actively shape the workplace of the future. PITCH does not have a finished concept. It is a flexible beta version that will lead to an optimal future workplace solution through user feedback and will later be rolled out globally.

“Our employees are the heart of our business. We know that an attractive work environment is important in order for people to develop themselves personally and professionally. That’s why we are constantly striving to create a work environment that stimulates innovation, collaboration and engagement. With MyArena we make sure that we provide creators with a creative climate to make a difference.” Karen Parkin, Chief HR Officer

The open-design concept offers various flexible areas for different employee needs and activities. One new feature is that the employees no longer have designated desk workplaces but can individually choose which module and which workplace suits their current tasks best. The work environment caters to the various tasks performed by employees throughout the course of any given day. There are areas for focused working and areas where creativity and teamwork are placed to the fore. But there are also various retreat and relax zones being tested in PITCH, which employees will evaluate. The kitchens on the respective floors are spacious, supporting informal get-togethers and exchanges among colleagues. The vision is to create an atmosphere which promotes flexibility and collaboration, while at the same time eliminating hierarchies.

“We need a workplace that enables us to collaborate in an open surrounding that sparks new ideas and provides room for creative sessions, both mentally and physically. Our team covers a lot of different job profiles and functions which makes Brand Management a meaningful pilot for MyArena across all departments.” Jocelyn Robiot, Senior Vice President Brand Management

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PITCH is only just the beginning and it will deliver valuable data for the adidas Group's workplace model of the future (MyArena).

The adidas Group headquarters offers more than 3,800 employees from 80 nations not only a modern working environment but also numerous sports facilities.

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 employs more than 53,000 people across the globe and generated sales of € 14.5 billion in 2014.

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