



Herzogenaurach, Germany, August 2019

## **adidas: An employer like no other**

### **Fact sheet**

Pedaling to work on the bike in the morning, working out with the team at the company gym during lunch break and playing against a Real Madrid star on the Playstation in the afternoon. Where can you do that? At adidas. Even if such a working day is of course an exception, sports are important for many of the 57,000 employees of the sporting goods manufacturer with the 3-Stripes, wherever they are in the world.

And this can also be clearly seen at the company's corporate sites: The company headquarters in Herzogenaurach, with its approximately 5,600 employees, is called 'World of Sports'. The extensive campus provides numerous sporting facilities such as a gym, a soccer pitch, beach volleyball courts, a tennis court, a basketball court, a CrossFit box and a bouldering and climbing facility, which can be used individually or during the numerous courses and events that are organized. The other corporate sites also provide a wide range of sporting opportunities. Flexible working time models make using such facilities easier.

But the special culture at adidas is not just characterized by an interest in sports. In addition, for a company of its size there is an unusually informal way of interacting with each other. Forms of address are informal, even between different hierarchical levels, and the clothing style is casual or sporty. Another special feature is the pronounced international character: Employees from more than 100 countries work at the headquarters in Herzogenaurach, with less than 60 percent of the employees there originally coming from Germany. Overall, around 90 percent of adidas employees do not have a German passport. The company language is, of course, English.

Diversity goes beyond internationality at adidas. Teams with a wide range of backgrounds enrich the working environment and produce better results. Based on this approach, the company works in a targeted way to increase diversity. An important aspect in this regard is increasing the proportion of women in management positions. The company has already achieved its 2020 target of 32 percent worldwide ahead of schedule, as the figure is now 33 percent, and will continue to increase the proportion even further.

adidas has a strong performance culture, which is also based on the sporting world. The underlying philosophy behind this is that adidas employees have the power to change lives through sport. This does not just mean providing consumers with ever more advanced products so that they can achieve their sporting goals; it also means making these products and getting them to customers in more sustainable ways.

## **Facts, figures and data (all as of December 31, 2018)**

- Main corporate sites: Herzogenaurach (HQ), Portland, Shanghai
- 57,000 employees around the world
- 7,800 employees in Germany, 5,600 employees in Herzogenaurach
- 26,500 employees in Europe, the Middle East and Africa, 12,600 in North America, 4,400 in Central and South America, 13,500 in the Asia-Pacific region
- Average age around the world: 31
- Gender balance: 49 percent men / 51 percent women; management positions occupied by women: 33 percent



*The newly constructed Arena building at the World of Sports in Herzogenaurach*

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