

70 years of adidas – 3-Stripes with a rich heritage

Fact sheet

As early as the 1920s, Adi Dassler, who was born in the German town of Herzogenaurach on November 3, 1900, began to work on special sports shoes in his mother's laundry room. And he quickly achieved success: The athlete Lina Radke, who wore his shoes, won the gold medal in the 800 meters at the Olympic Games in Amsterdam in 1928. Adi Dassler's prime goal, of providing every athlete with the best possible product for their particular sport, was already evident back then. In 1932 and 1933, he perfected his skills at the renowned shoemaking college in Pirmasens.

On August 18, 1949, Adi Dassler had the company "Adolf Dassler adidas Sportschuhfabrik" entered in the commercial register, following a separation of his business interests from those of his brother the previous year. Before that, they had run the company "Gebrüder Dassler Schuhfabrik" (Dassler Brothers Shoe Factory) together. adidas achieved international recognition just a few years after it was founded, when the German national football team won the World Cup for the first time, in Berne in 1954, wearing innovative football boots with screw-in studs.

Adi Dassler's innovative approach and close cooperation with top athletes characterize the company to this day. When Uwe Seeler tore his Achilles tendon in 1965, it seemed certain his career would be brought to a premature end, but Adi Dassler designed a custom shoe for him with extra padding and special laces. Together with the athletes Kurt Bendlin, Heide Ecker-Rosendahl and Günther Nickel, he experimented on the tennis court at his home, which he made slippery using soap and water. The result: small suction cups on the soles of the shoes with which Heide Ecker-Rosendahl won two Olympic gold medals in Munich in 1972.

After the death of Adi Dassler in 1978, his wife Käthe took over the management of the company and, together with their son Horst, continued the strategy of international growth. After the deaths of Käthe Dassler in 1984 and Horst Dassler in 1987, the company experienced some economically challenging years. It was not until Robert Louis-Dreyfus took over leadership of the company, in 1993, that the 3-Stripes got back on the road to success, with new Sport Performance products such as the Equipment concept and the Predator football boot contributing to this.

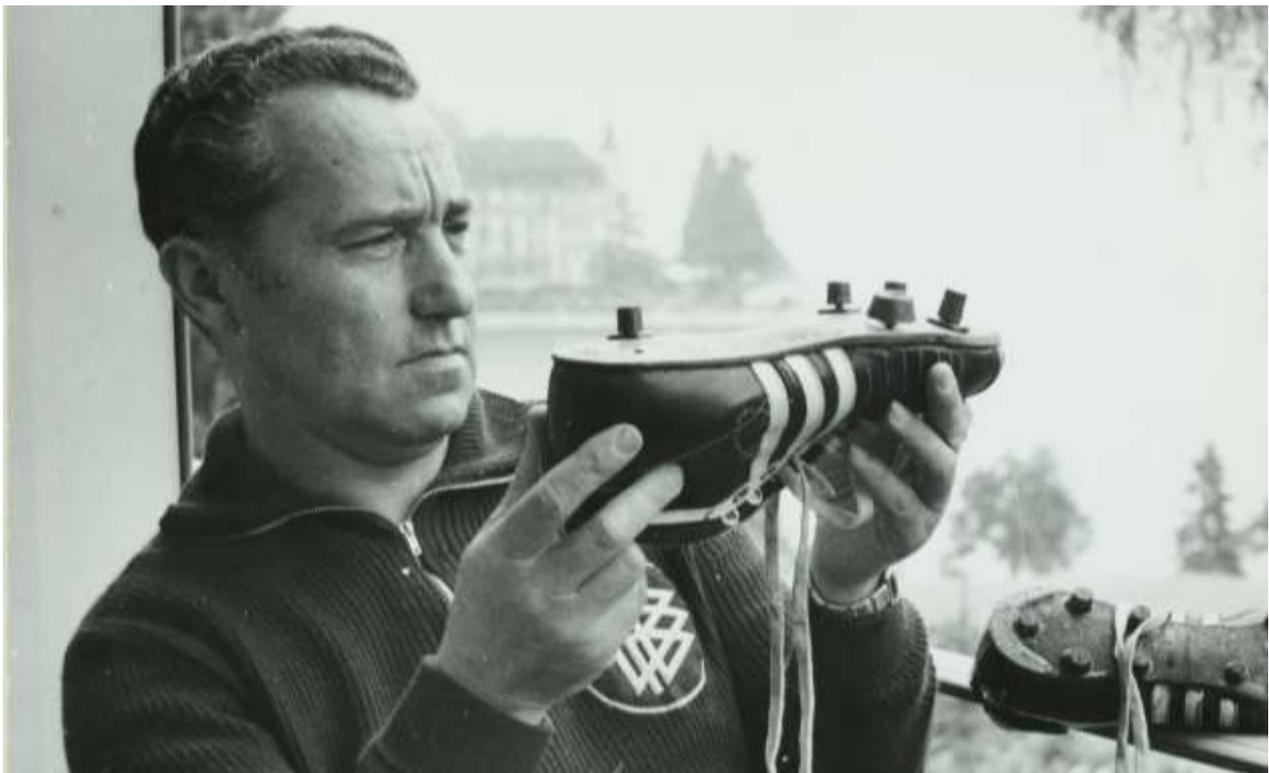
In 1999, the "World of Sports" story began. This was the name given to the organization's new headquarters, located in the northeastern part of Herzogenaurach. In subsequent years, adidas gradually expanded the former barracks area to create a modern sports campus.

At the turn of the millennium, adidas was one of the first sporting goods manufacturers to expand its product range into the lifestyle sector. The company's rich history

frequently provides its designers with inspiration for new products. An example is the World Cup Telstar18 ball was a contemporary version of the design of the 1970 ball. The same applies to many shoe models, which reinterpret classic designs. The use of recycled plastic bottles for footwear since 2015 and the launch of the first fully recyclable running shoe in 2019 are recent examples of adidas innovation.

Facts, figures and data (all as at December 31, 2018)

- 1949: The company “Adolf Dassler adidas Sportschuhfabrik” is entered in the commercial register and adidas is launched, with 47 employees
- 1954: Germany win the World Cup, with innovative adidas football boots
- 1967: The product range is expanded to include apparel and balls
- 2001: The first adidas Originals Store for lifestyle products opens in Berlin
- 2019: adidas closes the 2018 business year with more than 57,000 employees and sales of just under € 22 billion.



The founder of adidas, Adi Dassler, always had an eye for detail

adidas Media Relations / Corporate Communication
Tel.: +49 (0) 9132 84-2352
Email: corporate.press@adidas-group.com
www.adidas-group.com