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Eric Liedtke, Executive Board Member Global Brands, to leave adidas at the end of 2019

Herzogenaurach, Germany – After 25 successful years at adidas, Eric Liedtke (52), Executive Board Member of adidas AG, responsible for Global Brands, has informed the Supervisory Board that he will not be available as an Executive Board member for the entire next strategic cycle starting in 2021. To ensure his successor can already be fully integrated into developing the adidas strategy beyond 2020, the Supervisory Board has, in mutual agreement with Eric Liedtke, approved the termination of his appointment as an Executive Board member effective December 31, 2019.

Eric Liedtke, a US citizen, joined adidas in 1994 as Global Line Manager for Cross Training in Portland/Oregon. During his 25-year career with adidas, Eric Liedtke has held senior management positions of increasing responsibility at adidas America and the adidas AG Headquarters in Herzogenaurach, Germany. Since 2014, he has been Executive Board Member of adidas AG, responsible for Global Brands. Eric Liedtke was instrumental in developing adidas' current strategic business plan 'Creating the New' that spans the years 2016 to 2020. He also launched adidas' unique partnership with Parley for the Oceans to prevent plastic waste and grew successful open-source collaborations with global influencers such as Kanye West, Pharrell Williams and Beyoncé.

Igor Landau, Chairman of the Supervisory Board of adidas AG, stated: "On behalf of the Supervisory Board, I would like to congratulate Eric Liedtke on a remarkable career at our company and thank him for his vision, leadership and the many contributions he has made to the success of adidas in the last 25 years. Most recently, Eric Liedtke played a key role in developing and implementing 'Creating the New', our long-term strategic business plan that has led to dynamic top- and bottom-line growth for the company since its start in 2016."

adidas CEO Kasper Rorsted said: "Eric Liedtke has done a great job in positioning adidas as the creator sports brand. I can only praise his marketing expertise, his unrivaled passion for our brands and his commitment to sustainability. Together with all adidas employees, I would like to extend our heartfelt gratitude to Eric and wish him all the best for his future endeavors."

Eric Liedtke stated: "adidas has been my professional home for more than 25 years. Now it's time to move on to pursue new projects and ventures. It has always been a true honor for me to serve this fantastic company. I am proud about what we have achieved together as a team



and I am grateful that I could work together with so many incredible people from around the world who share the love for our brands. Thank you, everyone, it's been a great ride.”

About adidas

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs around 57,000 people across the globe and generated sales of just under € 22 billion in 2018.

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