

**For immediate release**

**May 4, 2016**

## **AD-HOC: adidas Group concludes strategic review of golf business**

**Herzogenaurach** – The adidas Group today concluded its analysis of the future options for the company's golf business.

As a result of this strategic review, the Executive Board decided to enter into concrete negotiations with interested parties aimed at a divestiture of parts of the company's golf division. Going forward, the Group intends to focus its efforts in this market segment on further strengthening its position as a leading provider of innovative golf footwear and apparel through the adidas Golf brand. At the same time the company will actively seek a buyer for the remainder of its golf business, which mainly comprises the TaylorMade brand, a market leader in golf equipment, as well as the Adams and Ashworth brands.

A final decision on the divestiture, including the detailed terms of a potential agreement, is subject to approval by the Supervisory Board.

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