



For immediate release

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adidas Completes Divestiture of CCM Hockey

Herzogenaurach / Montréal – adidas announced today that as of September 1 it has formally completed the previously announced divestiture of its CCM ice hockey business to a newly formed affiliate of Birch Hill Equity Partners.

The divestiture of CCM Hockey does not impact the company's financial outlook for the current year. In addition, the strategic divestiture of the ice hockey brand has already been reflected in the company's updated long-term outlook as provided in March 2017.

Headquartered in Montréal, Québec, CCM is one of the world's largest designers, manufacturers and marketers of hockey equipment and related apparel.

Robert W. Baird & Co. acted as exclusive financial advisor to adidas AG and Stikeman Elliott LLP served as lead legal counsel.

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 60,000 people across the globe and generated sales of € 19 billion in 2016.

Media/IR Contacts:

Media Relations

Jan Runau
Chief Corporate Communication Officer
Tel.: +49 (0) 9132 84-3830

Katja Schreiber
Vice President Corporate Communication
Tel.: +49 (0) 9132 84-3810

Claudia Lange
Director Media Relations
Tel.: +49 (0) 9132 84-2338

Investor Relations

Sebastian Steffen
Vice President Investor Relations
Tel.: +49 (0) 9132 84-4401

Christian Stoehr
Senior Director Investor Relations
Tel.: +49 (0) 9132 84-4989

Jennifer Gaussmann
Senior Manager Investor Relations
Tel.: +49 (0) 9132 84-74734

Please visit our corporate website: www.adidas-Group.com