



FOR IMMEDIATE RELEASE

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adidas plans more than 2,800 new hires in 2022

- **Experts in the fields of digital, IT and data & analytics in demand**
- **More than 50 spots planned for apprenticeships and dual study programs**

adidas plans to hire thousands of new employees this year. At 307 locations in 47 countries, more than 2,800 new hires are planned for 2022. Further positions are to be advertised in the course of the year. This will involve backfilling vacancies and also building up jobs. More than 800 of the new hires will be in Germany.

The majority of the new employees, more than 900 people, will be deployed in the adidas retail stores. Europe's largest sporting goods manufacturer is filling more than 500 positions in the areas of digital, IT and data & analytics. And adidas is also continuing to hire in the area of sustainability, having already doubled the number of jobs in this area last year. In addition, adidas is awarding more than 50 positions for apprenticeships or dual studies in Germany starting this fall. In total, adidas employs around 62,000 people, of which around 7,700 are in Germany. Around 5,300 employees work at the company headquarters in Herzogenaurach.

adidas Executive Board Member, responsible for Human Resources, People and Culture, Amanda Rajkumar, said, "We want to set standards as an employer. adidas is an employer like no other, and we go above and beyond every day to create an attractive working environment for our employees. adidas is fantastic, and I can only encourage those interested to apply."

adidas regularly ranks among the most popular employers worldwide. Out of 750 companies included in Forbes magazine's list of best employers in October 2021, adidas was among the top 20. In Germany, adidas even came second in a recent survey by the magazine "stern" and the market research institute Statista in the search for Germany's 650 best employers. adidas receives more than one million applications each year via its careers.adidas-group.com career portal.

adidas: An employer like no other

Ride your bike to work in the morning, watch the German national football team train, work out with the team in the company gym during your lunch break, and gamble against a Real Madrid star on the Playstation in the afternoon. Where you can do that? At adidas.



Even if such a working day is of course an exception, sport plays a special role for many of the approximately 62,000 employees worldwide of the sporting goods manufacturer with the 3-Stripes. And you can see that at the company's sites: The company headquarters in Herzogenaurach, Germany, with its approximately 5,300 employees, is called "World of Sports." The extensive campus is home to numerous sports facilities such as a gym, a soccer pitch, beach volleyball courts, a tennis court, a basketball court, a padel tennis court, and a bouldering and climbing facility, which can be used individually or as part of numerous courses and events. There are also a variety of opportunities to play sports at the company's other sites. Flexible working time models facilitate their use.

But the special culture at adidas is not only characterized by sports. There is also the less formal way of dealing with people. People are on first-name terms, even across hierarchical levels, and the style of dress is casual to sporty. The average age of the employees is 32.

Another special feature is the pronounced internationality: Employees from more than 100 countries work at the company headquarters in Herzogenaurach, less than 60 percent here come from Germany. Overall, around 90 percent of adidas employees do not have a German passport. The company language is English.

Diversity at adidas goes beyond internationality. Diverse teams enrich the work environment and achieve better results. Based on this conviction, the company is working specifically to increase diversity. One important aspect is increasing the proportion of women in leadership positions. The goal is to have women in leadership positions at adidas exceed 40% by 2025. By the end of 2020, the company was already at 35 percent.

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