



**For immediate Release**

**April 24, 2018**

**Zion Armstrong to succeed Mark King as President adidas North America**

**Portland, Oregon / Herzogenaurach, Germany** – adidas has appointed Zion Armstrong (43, New Zealander) as President of adidas North America effective July 1, 2018. Armstrong succeeds Mark King, who has decided to step down from his post after a long and successful career at adidas. Armstrong has co-led adidas North America as General Manager together with King since June 2015. In his new role, Zion Armstrong will report directly to Roland Auschel, member of the Executive Board of adidas AG, responsible for Global Sales. In the coming years, Mark King will continue to serve adidas North America as advisor.

Zion Armstrong's successful career with adidas spans many years and many countries. He first joined adidas New Zealand as Product Manager for Footwear in 1998 before moving to the adidas headquarters in Germany in 2002. From 2005 to 2014, Zion Armstrong held various leadership roles in Asia-Pacific including Managing Director adidas South Korea. Since 2015, he has served as General Manager of adidas North America. Zion Armstrong is an avid athlete and sports fan. He competed in the IAAF World Junior Championships and the Commonwealth Games and is a former New Zealand record holder for 400 meter hurdles.

Mark King (59) started his career at TaylorMade in the early 1980s as a sales representative. From 2003 to 2014, Mark King was CEO of TaylorMade-adidas Golf. Under his leadership, TaylorMade-adidas Golf became the leading and most profitable golf company in the world. In June 2014, Mark King relocated to Portland, Ore. to serve as President of adidas North America and work closely with Zion Armstrong at the helm of the subsidiary. Under their leadership, adidas became the fastest-growing sports brand in North America, increasing sales by 35% in 2017, doubling its market share and regaining the No. 2 position in the U.S.

"This is a well-prepared, seamless transition. We are very excited to promote Zion Armstrong to one of the most important roles in our company. He has been instrumental to our success over the last three years, co-leading adidas North America together with Mark King. We are convinced that Zion's leadership will enable us to continue our successful journey in North America," stated Roland Auschel. "On behalf of the entire company, I would like to congratulate Mark King on an outstanding career at adidas and TaylorMade. Mark leaves our company on excellent terms and as a close friend. We would like to thank him for his exceptional

contributions to our success over the last 35 years. At the same time, we look forward to continuing to leverage Mark's network and experience in his advisory role."

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### **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 € 21 billion in 2017.

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### **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

Adrian Rott  
Senior Manager Investor Relations  
Tel.: +49 (0) 9132 84-74843

For more information, please visit [adidas-Group.com](http://adidas-Group.com)