OUR EXECUTIVE BOARD

CHIEF EXECUTIVE OFFICER & CEO
BJORN GULDEN

GLOBAL SALES
ARTHUR HOELD

CHIEF FINANCIAL OFFICER
HARM OHLMEYER

GLOBAL OPERATIONS
MARTIN SHANKLAND

OUR PURPOSE

THROUGH SPORT WE HAVE THE POWER TO CHANGE LIVES

SUSTAINABILITY

Our commitment to sustainability is rooted in our purpose that, through sport, we have the power to change lives. We work to reach climate neutrality by 2050.

BY 2025, NINE OUT OF TEN OF OUR ARTICLES WILL BE SUSTAINABLE.

BY THE END OF 2022, WE MANAGED TO HAVE SEVEN OUT OF TEN OF OUR ARTICLES SUSTAINABLE.

96% of all polyester used was recycled polyester. With that, we are on track to use only recycled polyester by the end of 2023 – one year ahead of schedule.

OUR VALUES AND BEHAVIOURS

HOW WE WIN...

COURAGE, OWNERSHIP, INNOVATION...

...WHILE PLAYING FAIR

TEAMPLAY, INTEGRITY, RESPECT

OUR PEOPLE

59,258 EMPLOYEES

AVERAGE AGE OF EMPLOYEES: 32 YEARS

WOMEN IN LEADERSHIP

WE ARE COMMITTED TO INCREASING FEMALE REPRESENTATION IN MANAGEMENT POSITIONS (DIRECTOR LEVEL AND ABOVE) GLOBALLY TO MORE THAN 40% BY 2025

25% GROUP FUNCTIONS

12% APAC

15% GREAHER CHINA

15% NAVY

9% LATAM

WOMEN IN MANAGEMENT POSITIONS

39%

OUR BRAND ARCHITECTURE

OUR MISSION

TO BE THE BEST SPORTS BRAND IN THE WORLD

OUR TOP SOURCING COUNTRIES

FOOTWEAR

APPAREL

OTHER

OTHER

INDONESIA

CAMBODIA

CHINA

Vietnam

Vietnam

34%

22%

16%

44%

17%

17%

4%

4%

6%

5%

5%

LAM

ASIA-PACIFIC

EMEA

NAM

GREAHER CHINA

NET SALES

€ 22,511 MILLION

E-COMMERCE

20%

OWN RETAIL

19%

WHOLESALE

61%

NAM

28%

€ 6,398 MILLION

LAM

9%

€ 2,110 MILLION

ASIA-PACIFIC

10%

€ 2,241 MILLION

EMEA

38%

€ 8,550 MILLION

GREAHER CHINA

14%

€ 3,379 MILLION

OPERATING MARGIN

3.0%

SHARE OF TOTAL NET SALES BY REGION

NET INCOME FROM CONTINUING OPERATIONS

€ 254 MILLION

THIS IS YOUR FOOTPRINT...