BUSINESS HIGHLIGHTS
EXECUTING ‘CREATING THE NEW’
ORGANISATIONAL CHANGES TO DRIVE OPERATIONAL IMPROVEMENTS

TAYLORMADE AND CCM HOCKEY BUSINESSES SOLD
DIVESTITURES EXPECTED TO CLOSE IN THE COURSE OF H2/17

‘ONE ADIDAS’ INITIATIVES KICKED OFF
TO INCREASE OPERATIONAL EFFICIENCY

CHANGES TO THE EXECUTIVE BOARD
KAREN PARKIN AND GIL STEYAERT APPOINTED TO THE BOARD
STRENGTHS AND WEAKNESSES IN Q2 2017

ONGOING BRAND MOMENTUM
DOUBLE-DIGIT GROWTH IN ALL KEY REGIONS

EXCEPTIONAL GROWTH IN ECOM
WITH ACCELERATING MOMENTUM

HEALTHY INVENTORY POSITION
REFLECTING STRONG SELL-THROUGH

STRONG PROFITABILITY IMPROVEMENTS
DESPITE FX HEADWINDS AND 2016 ONE-OFFS

SALES DECLINE IN RUSSIA/CIS
REFLECTING MACROECONOMIC CHALLENGES

CHALLENGES IN LATIN AMERICA PERSIST
DESPITE STRONG TOP-LINE GROWTH

TOP-LINE GROWTH IN APPAREL
LAGGING BEHIND FOOTWEAR

LIMITED OPERATING OVERHEAD LEVERAGE
DESPITE STRONG TOP-LINE GROWTH
REVENUES INCREASE 19% CURRENCY-NEUTRAL AND 20% IN EURO TERMS TO € 5.0 BILLION

GROSS MARGIN UP 0.7PP TO 50.1%
DUE TO A MORE FAVOURABLE PRICING, CHANNEL AND PRODUCT MIX

UNDERLYING OPERATING MARGIN UP 1.4PP TO 10.0%
SUPPORTED BY DIFFERENT TIMING OF MARKETING SPEND IN 2017 ACROSS ALL REGIONS

NET INCOME FROM CONTINUING OPERATIONS INCREASES 16%
TO € 347 MILLION

BASIC EPS FROM CONTINUING OPERATIONS UP 14%
TO € 1.72
EXCELLENT GROWTH AT ADIDAS BRAND
UNPARALLELED BRAND HEAT CONTINUES

+21%

DOUBLE-DIGIT SALES GROWTH ON TOP OF A 25% INCREASE IN THE PRIOR YEAR PERIOD

EXCELLENT GROWTH IN NORTH AMERICA AND GREATER CHINA

WOMEN’S BUSINESS OUTPERFORMING WITH GROWTH OF MORE THAN 30%
WOMEN’S BUSINESS OUTPERFORMS
FOCUS ON THE FEMALE CONSUMER PAYING OFF

QUARTERLY REVENUE GROWTH

WOMEN’S SHARE in % of total adidas, 12-month rolling

ADIDAS BRAND

WOMEN’S

25%
24%
23%
22%
21%
20%
19%
18%
17%
16%
15%
14%
13%
12%
11%
10%
SPORT PERFORMANCE INCREASES 7%
DESPITE DIFFICULT PRIOR YEAR COMPARISONS RELATED TO MAJOR SPORTS EVENTS

**QUARTERLY REVENUE GROWTH**
(2-YEAR STACKS)

- **Q3**
  - 13% 2016
  - 6% 2015

- **Q4**
  - 3% 2016
  - 8% 2015

- **Q1**
  - 22% 2017
  - 16% 2016

- **Q2**
  - 4% 2017
  - 7% 2017

**RUNNING REVENUES UP 27%, DRIVEN BY SUCCESS AROUND BOOST FRANCHISES**

**TRAINING SALES GROW 9%, REFLECTING EXCEPTIONAL GROWTH IN ATHLETICS**

**FOOTBALL AND BASKETBALL SALES DECLINE, DESPITE DOUBLE-DIGIT GROWTH IN FOOTWEAR**
ORIGINALS & NEO ENJOY BRAND HEAT
EXCEPTIONAL GROWTH AT ADIDAS ORIGINALS AND NEO

QUARTERLY REVENUE GROWTH
(2-YEAR STACKS)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3</td>
<td>33%</td>
<td>42%</td>
</tr>
<tr>
<td>Q4</td>
<td>37%</td>
<td>44%</td>
</tr>
<tr>
<td>Q1</td>
<td>48%</td>
<td>30%</td>
</tr>
<tr>
<td>Q2</td>
<td>45%</td>
<td>39%</td>
</tr>
</tbody>
</table>

ORIGINALS UP 36%, DRIVEN BY STRONG DOUBLE-DIGIT GROWTH IN ALL KEY REGIONS

MODERN FRANCHISES INCREASE MORE THAN 60%, REPRESENTING AROUND HALF OF ORIGINALS FOOTWEAR BUSINESS

NEO BUSINESS GROWS 45%, REFLECTING MORE THAN 50% IMPROVEMENT IN FOOTWEAR
GROWTH AT REEBOK CONTINUES
ROBUST TOP- AND BOTTOM-LINE IMPROVEMENTS

SALES INCREASE DRIVEN BY STRONG DOUBLE-DIGIT GROWTH IN CLASSICS

SIGNIFICANT REVENUE DECLINE IN NORTH AMERICA REFLECTING CLEAN-UP OF LOW-MARGIN BUSINESS

MUSCLE-UP PROGRESS DELIVERS FIRST OPERATIONAL AND FINANCIAL IMPROVEMENTS

+5%
GROWTH IN ECOM ACCELERATES

DIRECT CONSUMER ENGAGEMENT PROPELS BRAND MOMENTUM

+66%
FINANCIAL HIGHLIGHTS
BROAD-BASED TOP-LINE MOMENTUM
DOUBLE-DIGIT SALES GROWTH IN ALL REGIONS EXCEPT RUSSIA/CIS

- NORTH AMERICA: +26%
- WESTERN EUROPE: +19%
- LATIN AMERICA: +14%
- MEAA: +13%
- GREATER CHINA: +28%
- JAPAN: +11%
- RUSSIA/CIS: (11%)
WESTERN EUROPE

CURRENCY-NEUTRAL SALES INCREASE 19% IN Q2
DOUBLE-DIGIT GROWTH IN MOST COUNTRIES

ADIDAS BRAND REVENUES UP 18%
ON TOP OF A 30% INCREASE IN Q2/16

REEBOK BRAND SALES INCREASE 33%
DOUBLE-DIGIT GROWTH IN ALL KEY CATEGORIES

GROSS MARGIN GROWS (+0.8PP)
DESPITE SEVERE FX HEADWINDS

OPERATING MARGIN UP (+2.8PP)
REFLECTING GROSS MARGIN INCREASE AND OPEX LEVERAGE

STRONG PERFORMANCE DESPITE TOUGH PRIOR YEAR COMPARISON
BRAND HEAT FOR ADIDAS BRAND CONTINUES

CURRENCY-NEUTRAL SALES INCREASE 26% IN Q2

ONGOING MOMENTUM AT ADIDAS BRAND (+33%)
ON TOP OF A 32% INCREASE IN Q2/16

REEBOK BRAND SALES DOWN 16%
REFLECTING CLEAN-UP OF LOW-MARGIN BUSINESS

GROSS MARGIN EXPANDS FURTHER (+2.6PP)
REFLECTING IMPROVEMENTS IN BRAND STRENGTH

OPERATING MARGIN UP (+3.5PP)
DRIVEN BY GROSS MARGIN INCREASE AND OPEX LEVERAGE
EXCELLENT MOMENTUM FOR BOTH ADIDAS AND REEBOK BRANDS

GREATER CHINA

CURRENCY-NEUTRAL SALES INCREASE 28% IN Q2

SALES AT ADIDAS BRAND UP 28%
DOUBLE-DIGIT GROWTH IN KEY CATEGORIES

REEBOK BRAND REVENUES UP 20%
GROWTH IN THE RUNNING AND TRAINING CATEGORIES

GROSS MARGIN DOWN (-0.7PP)
REFLECTING A LESS FAVOURABLE PRICING MIX

OPERATING MARGIN DECLINES (-1.4PP)
DUE TO A DECREASE IN GROSS MARGIN AND HIGHER OPEX
STRONG GROWTH DESPITE MACROECONOMIC CHALLENGES

LATIN AMERICA

CURRENCY-NEUTRAL SALES GROW 14% IN Q2
DESPITE DIFFICULT ENVIRONMENT IN ARGENTINA AND BRAZIL

REVENUES AT ADIDAS BRAND UP 14%
DOUBLE-DIGIT GROWTH IN RUNNING, ORIGINALS AND NEO

REEBOK BRAND REVENUES UP 10%
DOUBLE-DIGIT GROWTH IN CLASSICS AND HIGH-SINGLE-DIGIT INCREASES IN TRAINING

GROSS MARGIN DOWN (-1.9PP)
DUE TO SEVERE FX HEADWINDS

OPERATING MARGIN UP (+0.1PP)
REFLECTING OPEX LEVERAGE
GROSS MARGIN INCREASES TO 50.1%
DUE TO STRONG IMPROVEMENTS IN PRICING, PRODUCT AND CHANNEL MIX EFFECTS
## FINANCIAL RESULTS OVERVIEW

Prior year figures adjusted to reflect divestiture of TM/CCM

<table>
<thead>
<tr>
<th></th>
<th>Q2/16</th>
<th>Q2/17</th>
<th>Y-O-Y CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>As Reported in 2016</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales (€ in millions)</td>
<td>4,422</td>
<td>4,199</td>
<td>+20%</td>
</tr>
<tr>
<td>Gross Margin</td>
<td>48.8%</td>
<td>49.4%</td>
<td>+0.7PP</td>
</tr>
<tr>
<td>Other Operating Income (€ in millions)</td>
<td>159</td>
<td>159</td>
<td>24</td>
</tr>
<tr>
<td>Other Operating Expenses (€ in millions)</td>
<td>1,935</td>
<td>1,833</td>
<td>+13%</td>
</tr>
<tr>
<td>Operating Profit (€ in millions)</td>
<td>414</td>
<td>429</td>
<td>+18%</td>
</tr>
<tr>
<td>Operating Margin</td>
<td>9.4%</td>
<td>10.2%</td>
<td>(0.2PP)</td>
</tr>
<tr>
<td>Net Income from Continuing Operations (€ in millions)</td>
<td>291</td>
<td>301</td>
<td>+16%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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<td>24</td>
<td>(85%)</td>
</tr>
<tr>
<td>Other Operating Expenses (€ in millions)</td>
<td>1,833</td>
<td>2,072</td>
<td>+13%</td>
</tr>
<tr>
<td>Operating Profit (€ in millions)</td>
<td>429</td>
<td>505</td>
<td>+18%</td>
</tr>
<tr>
<td>Operating Margin</td>
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<td>(0.2PP)</td>
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</tbody>
</table>

* Figures reflect continuing operations as a result of the divestiture of the Rockport business and the planned divestiture of TaylorMade, Adams Golf, Ashworth and CCM Hockey.
OPERATING PROFIT GROWS STRONGLY
DESPITE DIFFICULT PRIOR YEAR COMPARISONS

Q2/16 CONTINUING OPERATIONS
CHELSEA
M&N PROCEEDS
REINVESTMENT OF M&N PROCEEDS
Q2/16 UNDERLYING
Q2/17 CONTINUING OPERATIONS

OM 10.2%
~(70)
~(40)
~40
OM 10.0%
505
OM 8.6%

+40% underlying operating profit growth
+1.4pp underlying operating margin improvement

€ in millions.
DISCONTINUED OPERATIONS

REFLECTING P&L IMPACT OF DIVESTED NON-CORE BUSINESSES

Q2/16

Q2/17

ROCKPORT

CCM HOCKEY

TAYLORMADE, ADAMS GOLF AND ASHWORTH

€ in millions.
## FINANCIAL RESULTS OVERVIEW

### Reflecting Divestitures

<table>
<thead>
<tr>
<th></th>
<th>Q2/16</th>
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<td>24</td>
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<td>(0.2PP)</td>
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<tr>
<td><strong>NET INCOME from continuing operations (€ in millions)</strong></td>
<td>291</td>
<td>301</td>
<td>347</td>
</tr>
<tr>
<td><strong>GAINS/(LOSSES) from discontinued operations (€ in millions)</strong></td>
<td>0</td>
<td>(10)</td>
<td>(189)</td>
</tr>
<tr>
<td><strong>NET INCOME attributable to shareholders (€ in millions)</strong></td>
<td>291</td>
<td>291</td>
<td>158</td>
</tr>
</tbody>
</table>

*Figures reflect continuing operations as a result of the divestiture of the Rockport business and the planned divestiture of TaylorMade, Adams Golf, Ashworth and CCM Hockey.*
INVENTORY GROWTH SLOWS DOWN
REFLECTING STRONG SELL-THROUGH AT THE POINT OF SALE

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2/16</td>
<td>24%</td>
</tr>
<tr>
<td>Q3/16</td>
<td>18%</td>
</tr>
<tr>
<td>Q4/16</td>
<td>19%</td>
</tr>
<tr>
<td>Q1/17</td>
<td>18%</td>
</tr>
<tr>
<td>Q2/17</td>
<td>11%</td>
</tr>
</tbody>
</table>

Currency-neutral inventories at quarter-end.

* Figure reflects continuing operations as a result of the divestiture of the Rockport business and the planned divestiture of TaylorMade, Adams Golf, Ashworth and CCM Hockey.
OPERATING WORKING CAPITAL
CONTINUED FOCUS ON TIGHT WORKING CAPITAL MANAGEMENT

RECEIVABLES FROM CONTINUING OPERATIONS
UP 22% (CURRENCY-NEUTRAL), AS A RESULT OF
THE STRONG TOP-LINE DEVELOPMENT

PAYABLES FROM CONTINUING OPERATIONS
GROW 6% (CURRENCY-NEUTRAL),
REFLECTING HIGHER INVENTORIES

AVERAGE OWC IN % OF SALES
DOWN 1.0PP TO 20.4%

Average operating working capital in % of sales at quarter-end.
* Figures reflect net sales from continuing operations as a result of the divestiture of the Rockport business
  and the planned divestiture of TaylorMade, Adams Golf, Ashworth and CCM Hockey.
** Figures reflect net sales and OWC from continuing operations as a result of the divestiture of the Rockport business
  and the planned divestiture of TaylorMade, Adams Golf, Ashworth and CCM Hockey.
STRONG GROWTH TO CONTINUE IN H2
ELEVATED MARKETING SPEND TO SUPPORT MOMENTUM

SUSTAIN BRAND HEAT
THROUGH ACCELERATED BRAND ACTIVATION

SUPPORT SELL-THROUGH OF NEW PRODUCT LAUNCHES
THROUGH HIGHER INVESTMENTS IN POINT-OF-SALE INITIATIVES

CAPITALISE ON WORLD CUP 2018 PLATFORM
THROUGH EVENT-RELATED PRODUCT AND BRAND ACTIVATION

LEVERAGE TOP-LINE GROWTH
THROUGH OPERATING OVERHEAD EFFICIENCY
OUTLOOK INCREASED
FOR THE FULL YEAR 2017

SALES
CURRENCY-NEUTRAL

INCREASE OF 17% – 19%

NET INCOME
FROM CONTINUING OPERATIONS

INCREASE OF 26% – 28%
TO €1.360 – €1.390 BILLION
OUTLOOK INCREASED
FOR THE FULL YEAR 2017

<table>
<thead>
<tr>
<th></th>
<th>AS REPORTED IN 2016 INCLUDING TM/CCM</th>
<th>CONTINUING OPERATIONS REFLECTING DIVESTITURE OF TM/CCM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016 RESULTS REPORTED</td>
<td>2017 OUTLOOK MARCH 2017</td>
</tr>
<tr>
<td>SALES (€ in millions)</td>
<td>19,291</td>
<td>increase of 11% – 13%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18,483</td>
</tr>
<tr>
<td>GROSS MARGIN</td>
<td>48.6%</td>
<td>increase up to 0.5pp to up to 49.1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>49.2%</td>
</tr>
<tr>
<td>OPERATING PROFIT (€ in millions)</td>
<td>1,491</td>
<td>increase of 18% – 20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,582</td>
</tr>
<tr>
<td>OPERATING MARGIN</td>
<td>7.7%</td>
<td>increase of 0.6pp – 0.8pp to 8.3% – 8.5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8.6%</td>
</tr>
<tr>
<td>NET INCOME FROM CONTINUING OPERATIONS (€ in millions)</td>
<td>1,019</td>
<td>increase of 18% – 20% to € 1.200 – € 1.225 billion</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,082</td>
</tr>
<tr>
<td>BASIC EPS FROM CONTINUING OPERATIONS (in €)</td>
<td>5.08</td>
<td>increase of 18% – 20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5.39</td>
</tr>
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* Currency-neutral.
Q2 2017 KEY TAKEAWAYS

- ONGOING MOMENTUM IN KEY GROWTH AREAS
- PROFITABILITY GAINS DESPITE FX HEADWINDS AND DIFFICULT COMPS
- FULL YEAR OUTLOOK INCREASED
- FURTHER PROGRESS ON PORTFOLIO INITIATIVES
- RELENTLESS FOCUS ON SHORT- AND LONG-TERM GOALS
STRATEGY ACCELERATION
CREATING THE NEW
FOCUS ON DRIVING BRAND DESIRABILITY

TOP LINE & MARKET SHARE GROWTH
GROSS MARGIN EXPANSION
OPERATING LEVERAGE
CULTURE
BUILDING ON OUR PEOPLE’S UNIQUE PASSION FOR SPORTS AND FOR OUR BRANDS

- DRIVE DIVERSITY WITHIN THE COMPANY
- IMPROVE TALENT MANAGEMENT
- FOSTER PERFORMANCE CULTURE
- IMPLEMENT EQUITY-BASED COMPENSATION
- REFINE LEADERSHIP STRUCTURE
ACCELERATION PLAN
4 TOPICS TO DRIVE FASTER GROWTH OF TOP AND BOTTOM LINE

1. PORTFOLIO
2. NORTH AMERICA
3. ONE ADIDAS
4. DIGITAL
STREAMLINE THE PORTFOLIO
ACTIVELY MANAGE
BRANDS, CHANNELS AND MARKETS

A
BRANDS

B
CHANNELS

C
MARKETS

EVERY ENTITY HAS TO CONTRIBUTE TO THE SUCCESS OF THE COMPANY
FOCUS ON NORTH AMERICA IS PAYING OFF

FASTEST-GROWING BRAND IN THE US

OUTPACING US MARKET GROWTH
FTW MARKET SHARE DOUBLED

2016 REVENUE GROWTH
24%
FUELED BY ADIDAS BRAND
30%

CATEGORY GROWTH
ORIGINALS >80%
RUNNING >40%
US SPORTS >25%

NPS STRONG GROWTH

WE HAVE A LONG WAY TO GO
2020 AMBITION
FOR THE ADIDAS BRAND IN NORTH AMERICA

> 5 BN
ROLE OF DIGITAL

ACCELERATE DIGITAL

THROUGH SPORT, WE HAVE THE POWER TO CHANGE LIVES.

TO CHANGE LIVES WE HAVE TO CREATE DIRECT RELATIONSHIPS WITH CONSUMERS.

THE BEST WAY TO ACCELERATE BUILDING DIRECT RELATIONSHIPS IS THROUGH DIGITAL.
OUR FOCUS
TO WIN THE CONSUMER

PREMIUM
INSPIRING LOVE FOR
OUR BRAND AND DESIRE
FOR OUR PRODUCT

CONNECTED
OFFERING A SEAMLESS
EXPERIENCE ACROSS ALL
CONSUMER TOUCHPOINTS

PERSONALIZED
DELIVERING THE
RIGHT MESSAGE TO
THE RIGHT AUDIENCE
UPDATED ECOMMERCE AMBITION

<table>
<thead>
<tr>
<th>Year</th>
<th>Initial 2020 Ambition</th>
<th>Updated 2020 Ambition</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>0 €</td>
<td>4.0 € in billions</td>
</tr>
<tr>
<td>2015</td>
<td>0.6 €</td>
<td></td>
</tr>
</tbody>
</table>
# ONE ADIDAS

## THREE Pillars TO DRIVE ReVENUES AND PROFITABILITY

<table>
<thead>
<tr>
<th>BRAND LEADERSHIP</th>
<th>MARKETING EFFECTIVENESS</th>
<th>OPERATING EFFICIENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global / Local Brands</td>
<td>Return on Marketing Investments (ROMI)</td>
<td>Global Business Services</td>
</tr>
<tr>
<td>Range Efficiency</td>
<td>Concept Focus</td>
<td>Non-Trade Procurement</td>
</tr>
<tr>
<td>FOB Mitigation</td>
<td>Marketing Procurement</td>
<td>SCM Efficiencies</td>
</tr>
<tr>
<td>Product Margin</td>
<td></td>
<td>Strategic Workforce Planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Global Real Estate</td>
</tr>
</tbody>
</table>
# Updated Financial Ambition 2020

Reflecting Acceleration Plan

<table>
<thead>
<tr>
<th></th>
<th>2020 Ambition (March 2015)</th>
<th>Updated 2020 Ambition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales Growth</strong></td>
<td>HIGH-SINGLE-DIGIT</td>
<td>10-12%</td>
</tr>
<tr>
<td>CAGR 2015-2020: Currency-Neutral</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net Income Growth</strong></td>
<td>~15%</td>
<td>20-22%</td>
</tr>
<tr>
<td>CAGR 2015-2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net Sales</strong></td>
<td>~22</td>
<td>25-27</td>
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<tr>
<td>EUR BN</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ecommerce</strong></td>
<td>2</td>
<td>4</td>
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<tr>
<td>EUR BN</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Operating Margin</strong></td>
<td>~9.9%</td>
<td>11%</td>
</tr>
<tr>
<td>% of Net Sales</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MULTIPLE LEVERS SUPPORTING ‘CTN’

ALL P&L ITEMS TO CONTRIBUTE TO THE IMPROVEMENT IN PROFITABILITY

CREATING THE NEW

PORTFOLIO

ADIDAS NAM

ONE ADIDAS

DIGITAL

AMBITION 2020

ACTUAL 2016

7.7%

0

1

2

3

4

11%

GROSS MARGIN

MWB

OOH

RANGE EFFICIENCY

BRAND LEADERSHIP

FOB

PRODUCT MARGIN

ROMI

CONCEPT FOCUS

MARKETING PROCUREMENT

GLOBAL BUSINESS SERVICES

SCM EFFICIENCIES

REAL ESTATE

CREATING THE NEW

MULTIPLE LEVERS SUPPORTING ‘CTN’

ALL P&L ITEMS TO CONTRIBUTE TO THE IMPROVEMENT IN PROFITABILITY

CREATING THE NEW

PORTFOLIO

ADIDAS NAM

ONE ADIDAS

DIGITAL

AMBITION 2020

ACTUAL 2016

7.7%

0

1

2

3

4

11%

GROSS MARGIN

MWB

OOH

RANGE EFFICIENCY

BRAND LEADERSHIP

FOB

PRODUCT MARGIN

ROMI

CONCEPT FOCUS

MARKETING PROCUREMENT

GLOBAL BUSINESS SERVICES

SCM EFFICIENCIES

REAL ESTATE

CREATING THE NEW

MULTIPLE LEVERS SUPPORTING ‘CTN’

ALL P&L ITEMS TO CONTRIBUTE TO THE IMPROVEMENT IN PROFITABILITY

CREATING THE NEW

PORTFOLIO

ADIDAS NAM

ONE ADIDAS

DIGITAL

AMBITION 2020

ACTUAL 2016

7.7%

0

1

2

3

4

11%

GROSS MARGIN

MWB

OOH

RANGE EFFICIENCY

BRAND LEADERSHIP

FOB

PRODUCT MARGIN

ROMI

CONCEPT FOCUS

MARKETING PROCUREMENT

GLOBAL BUSINESS SERVICES

SCM EFFICIENCIES

REAL ESTATE

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REAL ESTATE
## ‘CTN’ Off to a Strong Start

At the same time there is still a long way to go.

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>AMBITION 2020</th>
<th>REMAINING 2017-2020</th>
<th>TARGET ACHIEVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Sales</strong> EUR BN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>16.9</td>
<td>19.3</td>
<td>25.0-27.0</td>
<td>5.7-7.7</td>
<td>26%</td>
</tr>
<tr>
<td><strong>Operating Margin</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>% of net sales</td>
<td>6.5</td>
<td>7.7</td>
<td>11.0</td>
<td>3.3 PP</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Ecommerce</strong> EUR BN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>0.6</td>
<td>1.0</td>
<td>4.0</td>
<td>3.0</td>
<td>12%</td>
</tr>
</tbody>
</table>
CREATING THE NEW’ IS THE RIGHT STRATEGY

EXCEPTIONAL RESULTS ACHIEVED IN 2016

STRONG TOP- AND BOTTOM-LINE GROWTH EXPECTED IN 2017

ACCELERATION PLAN TO GROW REVENUES AND PROFITS EVEN FASTER THAN INITIALLY PROJECTED BY 2020