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Collect points with Runtastic: Members of the adidas Creators Club can now also collect points through the running and training apps

- **adidas and Runtastic connect their digital offerings**
- **Runtastic Running and Training app with new name and look**

Herzogenaurach, Germany / Linz, Austria – adidas and Runtastic today announced the relaunch of the Runtastic apps. Starting today, the Runtastic apps have a new name and appear in a fresh new design featuring the adidas logo. The running app “Runtastic” becomes “adidas Running by Runtastic”, “Runtastic Results” users will find their app under the name “adidas Training by Runtastic”. In addition, runs and training sessions are now twice as rewarding. App users will be able to collect points as part of their adidas “Creators Club” membership. This way, users not only stay fit but also benefit from rewards such as access to limited products or invitations to exclusive events. Members of the adidas Creators Club will soon be able to collect points in the U.S., the UK and in Germany.

“By combining our sports apps with our membership program ‘Creators Club’, we are rewarding our consumers for their sports activities while creating an even more personal and seamless brand experience,” said Scott Zalaznik, adidas Senior Vice President Digital.

adidas Runtastic has been part of adidas since August 2015. The expansion of digital products and services is part of adidas’ efforts to drive digital transformation. The www.adidas.com and www.reebok.com websites are already today the brands’ largest and most profitable own points of sale globally. By 2020 the company plans to achieve €4 billion in sales coming from its own eCommerce platforms, compared to € 1 billion in 2016.

For more information on the adidas Creators Club please click [here](#).

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 just under € 22 billion in 2018.



About adidas Runtastic

Founded in 2009, Runtastic has become a leader in the digital health and fitness space, providing optimized tracking solutions for collecting, managing, and analyzing running and training data, as well as curated content. Since 2015, the Austrian company has been part of the adidas family and continues to develop fitness apps to pursue the companies' core belief: *Through sport, we have the power to change lives.* With personalized training plans and motivating features in the adidas Running and adidas Training by Runtastic apps, as well as educational content, Runtastic wants to create the best possible running and training experiences to encourage every individual to live a more aware and active lifestyle, leading to a longer and happier life. More than 280 million downloads and 150 million registered users speak for themselves. Additional information can be found at [Runtastic.com](https://www.runtastic.com) or you can follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), or on the [adidas Runtastic blog](#).

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