



FOR IMMEDIATE RELEASE

May 10, 2017

Karen Parkin appointed to the Executive Board of adidas AG

Herzogenaurach - At its meeting today, the Supervisory Board of adidas AG has appointed Karen Parkin to the Executive Board, responsible for Global Human Resources effective May 12, 2017. English-born Karen Parkin has been Chief HR Officer at adidas since November 2014.

Karen Parkin (52), who also holds an American passport, looks back on a long and successful career at adidas. She joined adidas in 1997 as Sales Director for adidas UK, where she was Head of Customer Service from 2000 to 2001 and Business Development Director from 2001 to 2004. In 2004, she moved to adidas America as Vice President Business Development, subsequently taking on responsibility for the supply chain function at adidas America in 2007 as Vice President Supply Chain North America. In 2013 and 2014, Karen Parkin acted as Senior Vice President Global Supply Chain, based at the company's headquarters in Herzogenaurach and at the adidas America headquarters in Portland, Oregon. Karen Parkin is married, has one adult daughter and keeps herself fit with fitness training and walking.

Igor Landau, Chairman of the Supervisory Board of adidas AG, commented: "At adidas, we are convinced that our employees are key to the company's success. This is why our culture and our people are an integral part of our long-term strategic business plan 'Creating the New'. Karen has successfully led our Global HR function since 2014 and developed our People Strategy. With her international experience, her business expertise and her leadership qualities, Karen will further strengthen adidas' position as one of the world's most attractive employers. Therefore, we are more than happy to elevate her important role to the Executive Board level."

About adidas AG

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs 60,000 people across the globe and generated sales of € 19 billion in 2016.



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

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

Please visit our corporate website: www.adidas-Group.com