



**COMPANY**

Country	Germany
Number of Employees	38'200
Web	www.adidas-group.com

**Share**

Market cap (mil)	6'243
Currency	EUR
High 52 week	41.2
Low 52 week	21.2
Last Price	32.3

**Key Data**      2008      2009E

Sales (mil)	10'799	10'547
EPS	3.25	1.41
P/E Ratio	17.16	22.93

Source: Bloomberg / September 01, 2009

**Sales in**

Alcohol	No
Armaments	No
Firearms	No
Tobacco	No
Gambling	No

Source: EIRIS, SAM Research

**COMPANY DESCRIPTION**

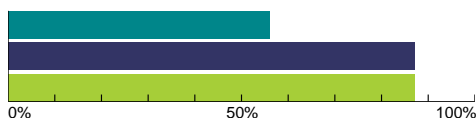
adidas AG, headquartered in Germany, is a leader in the sporting goods industry. The company has close to 40,000 employees. The group offers a broad range of products in various categories such as footwear, apparels and accessories through more than 170 subsidiaries worldwide. The takeover of Reebok in 2006 has helped the group to establish a more competitive platform worldwide (via complementary brand identities and a wider range of products), and thus to get an even stronger presence across teams, athletes, events and leagues. The group offers products through three main brands: adidas, Reebok and TaylorMade. The adidas brand is divided into two major segments: the Sport Performance segment, which develops products for performance sports and athletics, and the Sport Style segment for the general fashion-conscious consumers. The TaylorMade brand designs, develops and manufactures golf equipment such as metal woods, iron putters, golf balls, foot wears, apparels and accessories.

**SUSTAINABILITY PERFORMANCE**

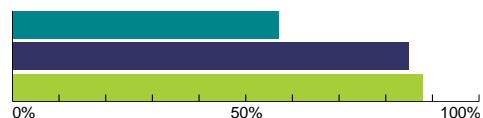
adidas has been appointed as a member of the DJSI World for the 10th consecutive time. The company has been able to defend its top position in terms of sustainability for the second year in a row in the personal and household goods industry. The company's strong corporate guidelines and comprehensive risk framework have significantly contributed in helping it become a sustainability leader. The company's commitment towards sustainability is reflected through its outstanding performance across all dimensions. Besides of a comprehensive environmental assessment, the key to the sustainability of adidas business model is the management of the supply chain (social and environmental issues).

**SUSTAINABILITY SCORES**

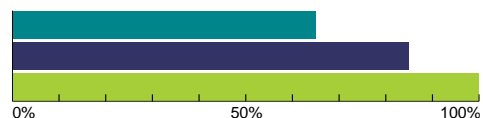
**Total Score**



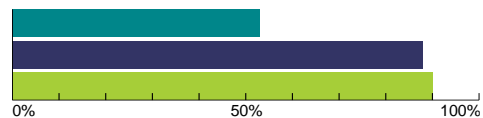
**Economic Dimension**



**Environmental Dimension**



**Social Dimension**



■ DJSI sector average on a global basis  
■ adidas AG  
■ Best company on a global basis within DJSI sector



For information on assessment criteria, visit [www.sustainability-indexes.com](http://www.sustainability-indexes.com)

«Corporate Sustainability is a business approach to create long term shareholder value by embracing opportunities and managing risks deriving from economic, environmental and social developments.»

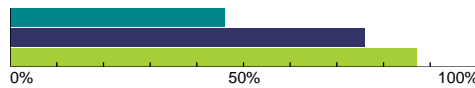
**INDUSTRY DRIVING FORCES**

The textile, footwear and accessories industry is characterized by fierce competition, strong brand awareness and rapidly changing consumer tastes and preferences. To stay ahead of the curve, it is vital for the companies to spend substantial resources on innovation (e.g. research & development) and brand management. Shorter product cycles and the demand for more individualized products are the challenges that not only require innovative marketing strategies, but also sound sourcing models. Additionally, integrating environmental aspects in the product design and development pose challenges to the industry. Further, engaging contractors and suppliers, actively monitoring labor practices and disclosing results of these engagements are prerequisites for ensuring fair working conditions and protecting the reputation and thus the value of the brand and the company.

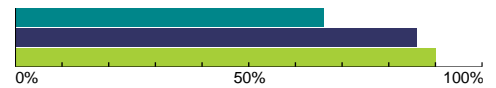
**COMPANY PERFORMANCE FOR SELECTED CRITERIA**

**ECONOMIC**

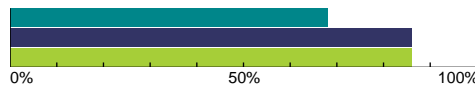
**Brand Management**



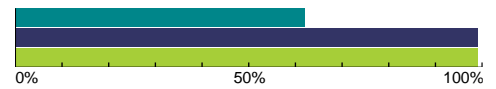
**Codes of Conduct / Compliance**



**Corporate Governance**

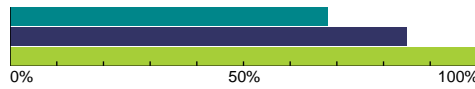


**Risk & Crisis Management**

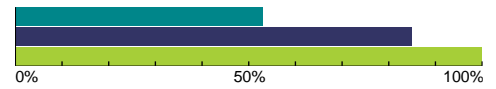


**ENVIRONMENTAL**

**Environmental Policy/Management System**

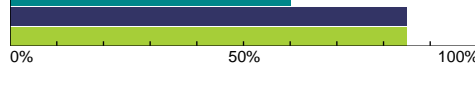


**Environmental Reporting**

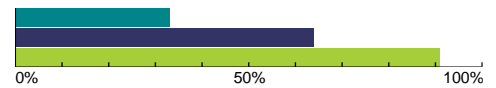


**SOCIAL**

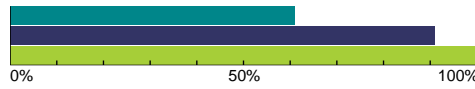
**Human Capital Development**



**Standards for Suppliers**



**Stakeholder engagement**



- DJSI sector average on a global basis
- adidas AG
- Best company on a global basis within DJSI sector

Contact  
SAM Research AG  
Josefstrasse 218  
CH-8005 Zurich · Switzerland  
Tel. +41 44 653 10 10  
Fax +41 44 653 10 50  
info@sam-group.com  
www.sam-group.com



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