

**adidas Group sales in Russia/CIS to exceed € 1 billion by 2013  
and grow double-digit each year until 2015**

**Moscow/Herzogenaurach, October 10, 2011** - At an investor event in Moscow today, Herbert Hainer, CEO of the adidas Group, announced the company's growth plans for Russia/CIS. Until 2015, sales are expected to increase at a double-digit average growth rate per annum, establishing Russia/CIS among the top three markets globally for the adidas Group. In absolute terms, sales are expected to exceed € 1 billion by 2013, given comparable exchange rates.

"I am very pleased to announce that the adidas Group's position in Russia/CIS is going from strength to strength. Our Group is the clear market leader, with adidas number 1 and Reebok number 2 in the market. With our strong momentum, I expect adidas Group sales in Russia/CIS to exceed € 1 billion by 2013," commented Herbert Hainer, CEO of the adidas Group.

Together with North America and Greater China, Russia/CIS is one of the Group's three key attack markets as part of its strategic business plan Route 2015. As part of that plan, these three markets are expected to contribute 50% of the Group's sales growth. Until 2015, the adidas Group wants to achieve global sales of € 17 billion and a sustainable operating margin of 11%. In Russia/CIS, the adidas Group currently enjoys a strong market leadership position with the adidas brand being the clear market leader, ahead of Reebok, and Rockport playing a solid role in the brown shoe segment.

"Our success in Russia/CIS is grounded on the strong desirability of our brands, our innovative and comprehensive product offering as well as our unmatched own retail footprint and expertise," added Martin Shankland, Managing Director, adidas Group Russia/CIS. "With the strong performance culture of our more than 13,000 employees and the backdrop of a healthy consumer market, I am very confident that our success story will continue and we will establish Russia/CIS as one of the top three markets for the adidas Group."

The adidas Group expects to have over 800 stores in Russia/CIS by the end of 2011. By 2015, at least 400 stores will be added across the market, bringing the total store number to more than 1,200.

In 2012, the Ukraine, which is part of adidas Group's Russia/CIS market, will be co-hosting the UEFA EURO 2012™ together with Poland. adidas will be the Official

Sponsor, Supplier and Licensee of UEFA EURO 2012™, also providing the Official Match Ball for the tournament. While the adidas Group is already the clear market leader in the Ukraine and intends to further expand this position, the company plans to reach market leadership in Poland by 2015.

### **About the adidas Group**

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands: adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 46,000 employees and generated sales of € 12 billion in 2010.

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### **Contacts:**

#### **Media Relations**

Jan Runau  
Chief Corporate Communication Officer  
Tel.: +49 (0) 9132 84-3830

Katja Schreiber  
Senior Corporate PR Manager  
Tel.: +49 (0) 9132 84-3810

#### **Investor Relations**

John-Paul O'Meara  
Vice President Investor Relations  
Tel.: +49 (0) 9132 84-2751

Christian Stoehr  
Investor Relations Manager  
Tel.: +49 (0) 9132 84-4989

Johannes Fink  
Investor Relations Manager  
Tel.: +49 (0) 9132 84-3461

Please visit our corporate website: [www.adidas-group.com](http://www.adidas-group.com)