

adidas

OUR EXECUTIVE BOARD

CHIEF EXECUTIVE OFFICER
BJØRN GULDEN



CHIEF COMMERCIAL OFFICER
MATHIEU SIDOKPOHOU

CHIEF FINANCIAL OFFICER
HARM OHLMEYER

GLOBAL HUMAN RESOURCES, PEOPLE & CULTURE
MICHELLE ROBERTSON

OUR BRAND ARCHITECTURE



SPORT PERFORMANCE



SPORTSWEAR

ORIGINALS

ADIDAS – A GLOBAL BRAND WITH A LOCAL MINDSET

+ SALES PER REGION ABSOLUTE AND SHARE

NORTH AMERICA
21%
€ 5,087 MILLION

EUROPE
33%
€ 8,136 MILLION

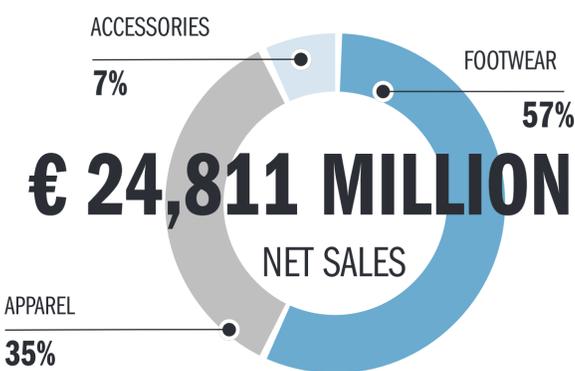
GREATER CHINA
15%
€ 3,623 MILLION

EMERGING MARKETS
14%
€ 3,510 MILLION

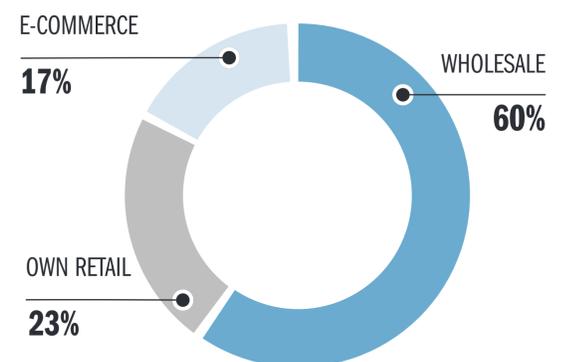
LATIN AMERICA
12%
€ 2,926 MILLION

JAPAN / SOUTH KOREA
6%
€ 1,406 MILLION

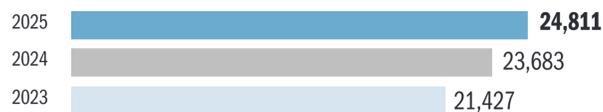
FINANCIALS



GROSS MARGIN
51.6%
OPERATING PROFIT
€ 2,056 MILLION
OPERATING MARGIN
8.3%



NET SALES € IN MILLIONS



SUSTAINABILITY

Our commitment to sustainability is rooted in our purpose that, through sport, we have the power to change lives.

For the second year in a row, adidas received a

HIGHEST CDP SCORE (A) FOR ITS CLIMATE PROGRAM.

The company requires its direct suppliers to maximize the use of renewable electricity wherever possible by 2030.

99%

percent of the polyester used at adidas was recycled for the third year in a row. Additionally, we aim to achieve 10% of our recycled polyester volume coming from recycled textile waste by 2030.

OUR PEOPLE

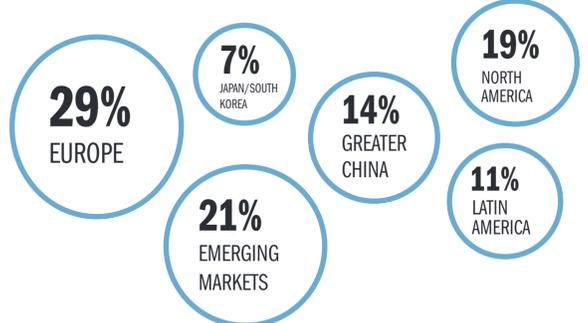


NUMBER OF NATIONALITIES: 180

WOMEN IN LEADERSHIP

WE HAVE THE AMBITION TO INCREASE FEMALE REPRESENTATION IN MANAGEMENT POSITIONS (DIRECTOR LEVEL AND ABOVE) GLOBALLY TO ACHIEVE A GENDER BALANCE OF 50% BY 2033

EMPLOYEE SPLIT



SHARE OF WOMEN IN MANAGEMENT POSITIONS

STATUS 2025

41%

2033 AMBITION

50%