



October 14, 2022

Constructive discussions between adidas and the Moroccan Ministry of Culture

Following constructive discussions between adidas and the Moroccan Ministry of Culture, we can confirm a positive resolution to the recent football jersey issue. The design was inspired indeed by the Zellige mosaics pattern, and was at no time intended to offend anyone. We would like to express our deep respect to the people and craftsmen of Morocco and regret the controversy surrounding this case. We object to any act that prejudices the cultural integrity and history of people and nations globally.