

**For Immediate Release**

**January 8, 2014**

**Eric Liedtke to succeed Erich Stamminger as Executive Board  
Member Global Brands of adidas AG**

**Herzogenaurach** – Today, the Supervisory Board of adidas AG appointed Eric Liedtke (47) to the Executive Board of adidas AG effective March 6, 2014. Eric Liedtke, currently Senior Vice President adidas Sport Performance, will assume responsibility for Global Brands on an Executive Board level. After 30 successful years at the adidas Group, Erich Stamminger (56) has decided not to extend his Board contract and to leave the adidas AG Executive Board on March 5, 2014, for personal reasons.

“We are committed to giving our next generation of leaders more responsibility for the future of our Group. Following the appointment of Roland Auschel last year, we are now very pleased to welcome Eric Liedtke to the Executive Board,” stated Herbert Hainer, CEO of adidas AG. “Over the past years, Eric Liedtke has contributed to the extremely positive development of adidas both in North America and globally. We are convinced that he will lead our brands into the next era of desirability, success and growth.”

Eric Liedtke, a US citizen, joined the adidas Group in 1994 as Global Line Manager for Cross Training in Portland/Oregon. During his 20-year career with adidas, Eric Liedtke has held senior management positions of increasing responsibility at adidas America, including Director of Footwear Marketing and Vice President Brand Marketing. In 2006, Eric Liedtke moved to the adidas AG Headquarters in Herzogenaurach, Germany, to become Senior Vice President Global Brand Marketing. Since 2011, he has held the position of SVP adidas Sport Performance, responsible for all adidas sports categories globally.

Eric Liedtke is an avid athlete and passionate American football fan. He lives in Nuremberg, Germany. He holds a Bachelor of Arts degree in Journalism from the University of Madison/Wisconsin. Since 2003, Eric Liedtke has worked under the leadership and mentorship of Erich Stamminger whom he now succeeds.

Igor Landau, Chairman of the Supervisory Board of adidas AG, stated: “On behalf of the adidas Group, we would like to thank Erich Stamminger for his leadership and expertise and the many contributions he has made to the success of the Group and its brands in the last three decades.”

Herbert Hainer said: “Erich Stamminger and I have worked very closely together for more than 20 years and I could not have asked for a better and



stronger business partner and personal friend. I can only praise his unrivalled marketing expertise and passion for our brands. I wish him all the best for his future."

### **About the adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 46,000 people across the globe and generated sales of € 14.9 billion in 2012.

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### **Contacts:**

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

Katja Schreiber  
Director Corporate Communication  
Tel.: +49 (0) 9132 84-3810

Lars Mangels  
Corporate Communication Manager  
Tel.: +49 (0) 9132 84-2680

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

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

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