



HAUPTVER- SAMMLUNG 2016

HERBERT HAINER



adidas®
GROUP



A G E N D A

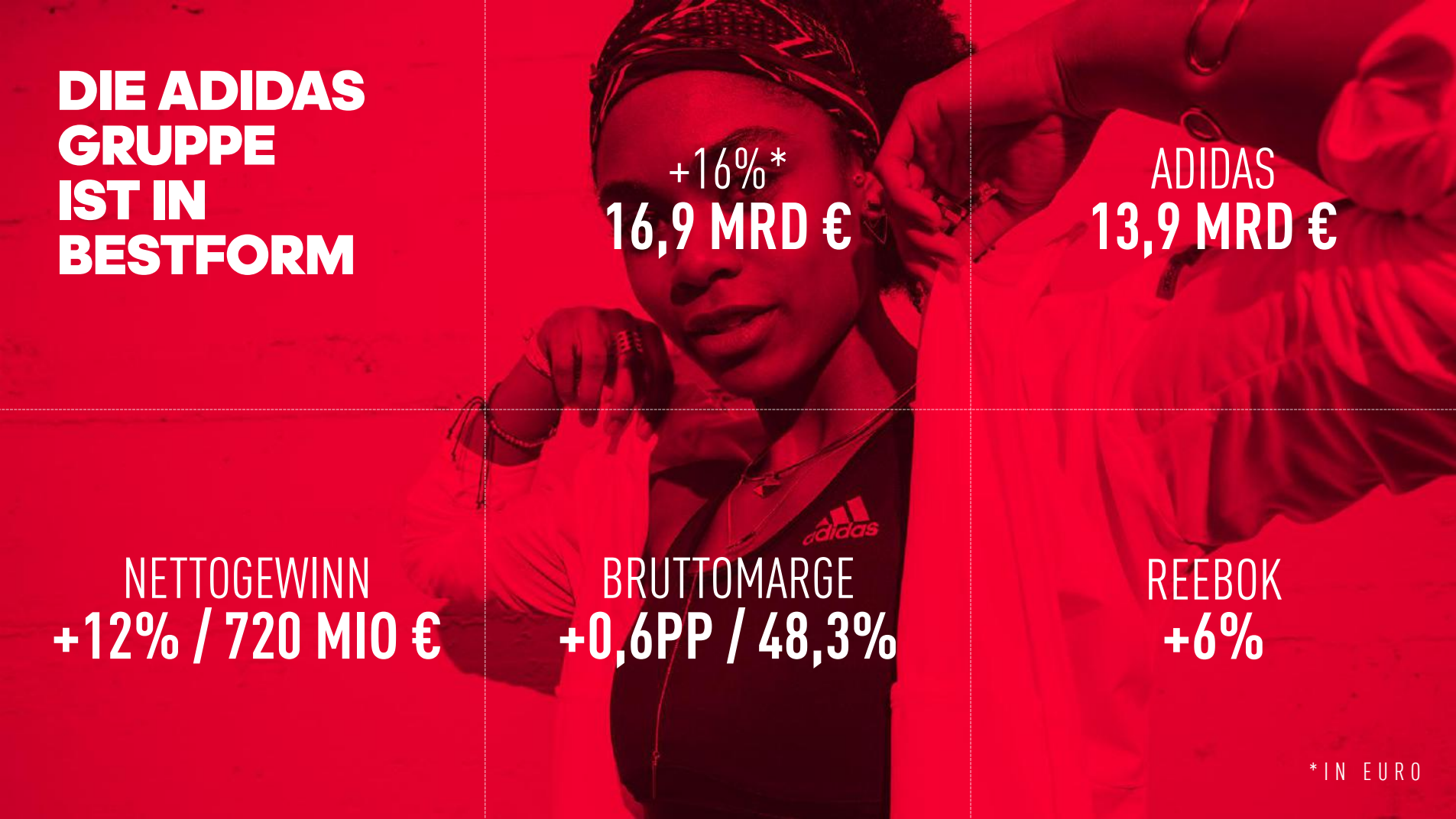
/ ADIDAS KONZERN IM JAHR 2015

/ AUSBLICK AUF DAS LAUFENDE
GESCHÄFTSJAHR 2016

/ ENTWICKLUNG IN DEN
VERGANGENEN 15 JAHREN

**DIE ADIDAS
GRUPPE
IST IN
BESTFORM**



A woman in athletic wear, including a headband and a jacket with the Adidas logo, is shown from the chest up. The entire image is overlaid with a solid red color. A white dashed grid is superimposed on the image, with vertical lines separating the text columns and a horizontal line separating the header from the body text.

DIE ADIDAS GRUPPE IST IN BESTFORM

+16%*
16,9 MRD €

ADIDAS
13,9 MRD €

NETTOGEWINN
+12% / 720 MIO €

BRUTTOMARGE
+0,6PP / 48,3%

REEBOK
+6%

* IN EURO



+56%

AKTIENKURSENTWICKLUNG 2015

DAX: +10%



**DIVIDENDEN-
VORSCHLAG 1,60 €**

AUSSCHÜTTUNGSQUOTE 47,9%



AKTIENRÜCKKAUFPROGRAMM
4.129.627 AKTIEN
Ø 72,65 €

KONZERN HÄLT
9.018.769 EIGENE AKTIEN –
4,31% DES GRUNDKAPITALS

ORIGINALS
+36%





FUSSBALL
➤ **2,2 MILLIARDEN €**



A person is performing a handstand on a red background. The person is wearing a patterned long-sleeved shirt and patterned leggings. The background is a solid red color.

REEBOK
+6%

Reebok 





TAYLORMADE-ADIDAS GOLF RESTRUKTURIERUNG INITIIERT VERKAUFSPROZESS EINGELEITET

 **taylorMade**





WESTEUROPA
+17%



NORDAMERIKA
+5%



CHINA
+18%

A black and white photograph of a city skyline. In the foreground, a modern, white, curved bridge with a single pylon and multiple stay cables spans a body of water. The background features a dense cluster of skyscrapers and modern buildings. The sky is overcast.

LATEINAMERIKA
+12%

RUSSLAND/GUS
-11%



JAPAN **stabil**



MEAA
+14%



A black and white photograph of a football team celebrating a victory. The players are wearing dark jerseys with a light-colored 'T' logo on the chest. They are holding a large, ornate trophy in the center. The background is filled with a large crowd of spectators, many of whom have their hands raised in celebration. A large red rectangular overlay covers the middle portion of the image, and the text 'ERFOLGREICHES JAHR 2015' is written in white over this red area.

ERFOLGREICHES JAHR 2015

**WACHSTUM
IM 1. QUARTAL 2016**

UMSATZ +22%

GEWINN +38%



A woman with curly hair is running on a city street. The image is overlaid with a red filter. The text "ADIDAS +26%" is centered over the runner.

ADIDAS
+26%





CHINA
+30%



WESTEUROPA
+25%



LATEINAMERIKA
+19%





NORDAMERIKA
+22%



A black and white photograph of a man with a beard and sunglasses on his head, looking off to the side. He is wearing a jacket. The background shows a mountain range. A large red rectangular overlay covers the right side of the image, containing white text.

AUSBLICK 2016

UMSATZWACHSTUM
~ +15%

GEWINN
~ +25%



+27%

AKTIENKURSENTWICKLUNG 2016

DAX: -7%

STAND 10.5.2016

VIDEO



COME
BACK

TRENDSETTER

ADIDAS



CREATING THE NEW





NACH- HALTIG- KEIT



Das Unternehmen ist eine Equal Opportunity Company
Corporate Knights
www.corporateknights.com

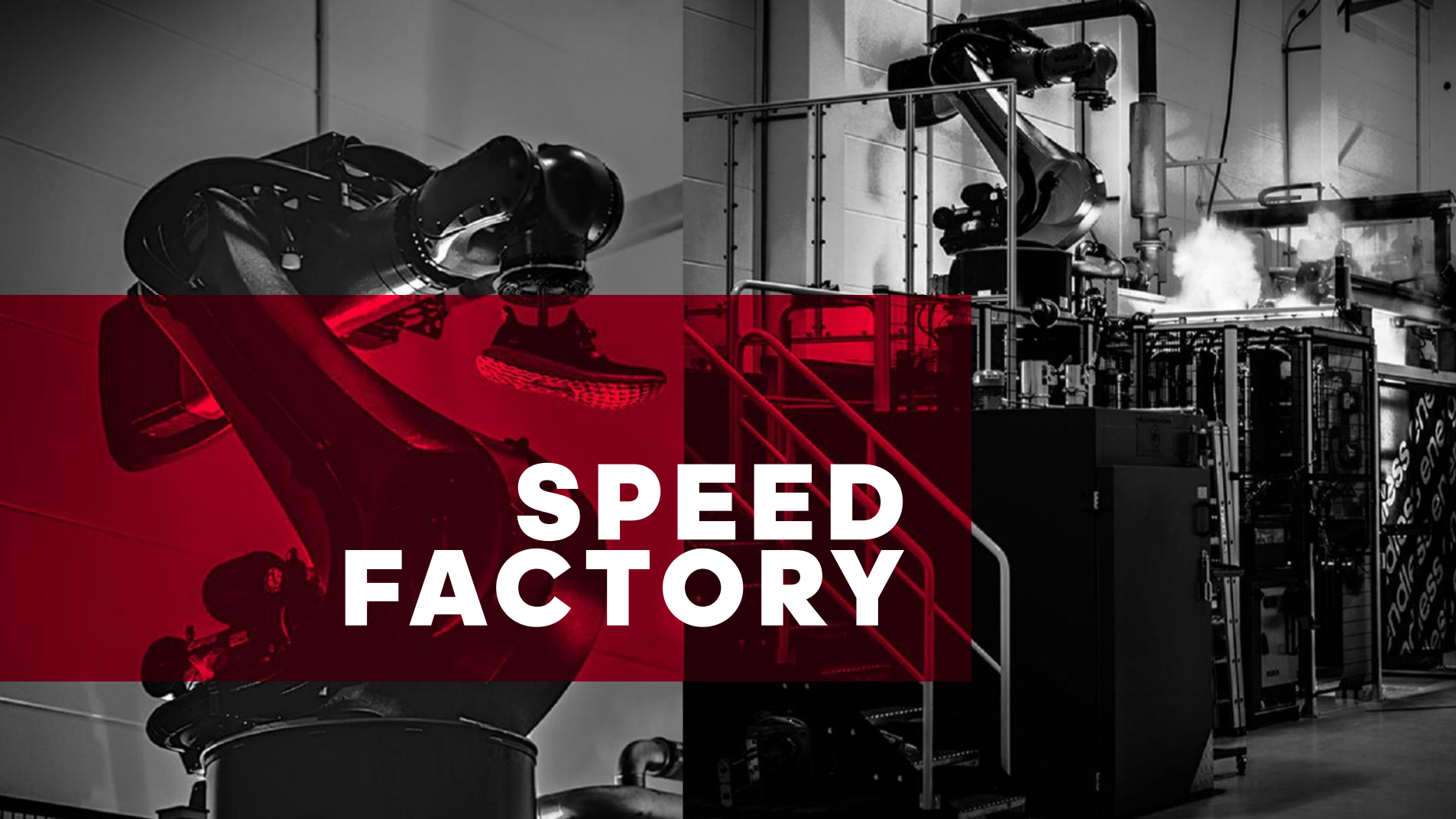
**WORLD
ECONOMIC
FORUM**

 **Dow Jones
Sustainability Indexes**

 **GLOBAL100**



**ATTRAKTIVER
ARBEITGEBER**



SPEED FACTORY



INVESTITIONEN IN DIE **DIGITALE** **ZUKUNFT**

Half of winning is making
it to the Starting Line!

DURCH SPORT
HABEN WIR DIE
KRAFT
LEBEN ZU
VERÄNDERN



VORZEIGE- UNTERNEHMEN



ÜBERNAHME VON REEBOK



**VERKAUF VON
SALOMON**

**ERFOLG BEI
SPORT EVENTS**

BRANCHENFÜHRER IN NACHHALTIGKEIT



Dow Jones
Sustainability Indexes





**KONZERNZENTRALE
ERWEITERT**



**MITARBEITERZAHL
VERVIELFACHT**



2000

UMSATZ
5,8 MRD €

UMSATZ
FAST 19 MRD €*
2016

*BASIEREND AUF JAHRESPROGNOSE 2016



2000

GEWINN
182 MIO €

GEWINN
RUND 900 MIO €*

2016



*BASIEREND AUF JAHRESPROGNOSE

DURCHSCHNITTLLICHE RENDITE SEIT 2000

ADIDAS AG
Ø 15% P.A.

DAX
Ø 3% P.A.

STAND ANFANG MAI 2016



UNTERNEHMENSWERT
24 MRD €

2016



2000

UNTERNEHMENSWERT
3 MRD €





POSITIVE PROGNOSE

FÜR DIE
SPORTARTIKELINDUSTRIE



**DIE ADIDAS
GRUPPE
IST IN
BESTFORM**



A vibrant collage of athletes in various sports, including basketball, soccer, and track and field, with the text "CREATING THE NEW" overlaid in large, bold, white letters. The collage features a diverse group of people, including a basketball player, a soccer player, a track athlete, and a young child, all captured in dynamic, action-oriented poses. The background is a mix of red and blue tones, creating a high-energy, energetic feel. The text "CREATING THE NEW" is prominently displayed in the center, with "CREATING" on the top line, "THE" in the middle, and "NEW" on the bottom line, all in a clean, sans-serif font. The overall composition is a celebration of athletic achievement and the spirit of innovation.

**TEAM-
WORK**





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GROUP