



COMPANY

| | |
|---------------------|----------------------|
| Country | Germany |
| Number of Employees | 31'344 |
| Web | www.adidas-group.com |

Share

| | |
|------------------|-------|
| Market cap (mil) | 7'989 |
| Currency | EUR |
| High 52 week | 51.6 |
| Low 52 week | 34.4 |
| Last Price | 40.3 |

Key Data

| | 2007 | 2008E |
|-------------|--------|--------|
| Sales (mil) | 10'299 | 10'782 |
| EPS | 3.10 | 3.65 |
| P/E Ratio | 13.48 | 13.01 |

Source: Bloomberg / September 03, 2008

Sales in

| | |
|-----------|----|
| Alcohol | No |
| Armaments | No |
| Firearms | No |
| Tobacco | No |
| Gambling | No |

Source: EIRIS, SAM Research

COMPANY DESCRIPTION

adidas AG, headquartered in Germany, is a leader in the sporting goods industry. The group offers a broad range of products in various categories such as footwear, apparels and accessories. It operates in almost every country and has more than 170 subsidiaries worldwide. The merger of adidas with Reebok International in 2006 has helped the group benefit from a more competitive platform worldwide, well-defined and complementary brand identities, a wider range of products, and an even stronger presence across teams, athletes, events and leagues. The group now offers products through three main brands: adidas, Reebok and TaylorMade-adidas Golf. The TaylorMade brand designs, develops and manufactures golf equipments such as metal woods, irons putters, golf balls, footwear, apparels and accessories. In 2008, adidas Canada acquired Saxon Athletic Manufacturing Inc. and, in the same year, the group also divested its Maxfli brand.

SUSTAINABILITY PERFORMANCE

The solid and well-balanced performance in all three dimensions - economic, environment, and social - positions adidas as the leader in its industry. Comprehensive risk management and compliance systems as well as world leading brands are some factors that have contributed to adidas's success. Additionally, the company has an advanced and transparent supply chain management which is one of the key sustainability criteria in this industry. The company actively engages its stakeholders in key day-to-day operations to gain an understanding of the current and emerging issues. The human resource activities of the company include effective training and development programs, talent management, attractive compensation and benefits, employee empowerment and work-life balance initiatives. adidas strives to continuously engage and support local communities and make regular contributions to organizations that promote sustainable development practices within the industry.

SUSTAINABILITY SCORES

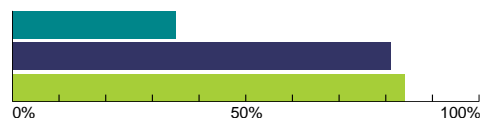
Total Score



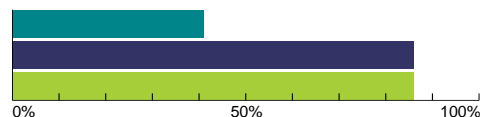
Economic Dimension



Environmental Dimension



Social Dimension



■ DJSI sector average on a global basis
■ adidas AG
■ Best company on a global basis within DJSI sector



For information on assessment criteria, visit www.sustainability-indexes.com

«Corporate Sustainability is a business approach to create long term shareholder value by embracing opportunities and managing risks deriving from economic, environmental and social developments.»

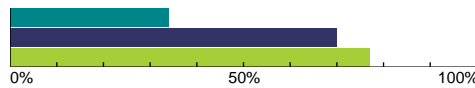
INDUSTRY DRIVING FORCES

The textile, footwear and accessories industry is characterized by fierce competition, strong brand awareness and rapidly changing consumer tastes and preferences. To stay ahead of the curve, it is vital for the companies to spend substantial resources on innovation (e.g. research & development) and brand management. Shorter product cycles and the demand for more individualized products are the challenges that not only require innovative marketing strategies, but also sound sourcing models. Additionally, integrating environmental aspects in the product design and development pose challenges to the industry. Further, engaging contractors and suppliers, actively monitoring labor practices and disclosing results of these engagements are prerequisites for ensuring fair working conditions and protecting the reputation and thus the value of the brand and the company.

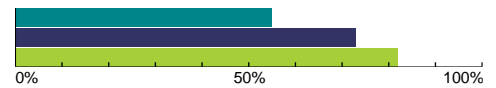
COMPANY PERFORMANCE FOR SELECTED CRITERIA

ECONOMIC

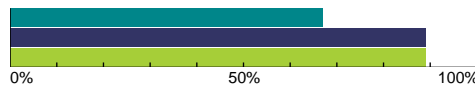
Brand Management



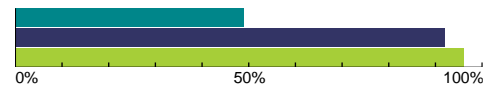
Codes of Conduct / Compliance



Corporate Governance

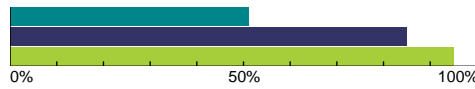


Risk & Crisis Management

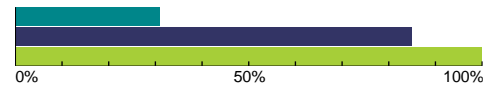


ENVIRONMENTAL

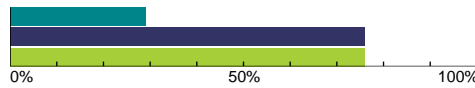
Environmental Policy / Management



Environmental Reporting

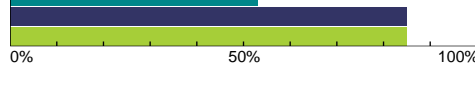


Operational Eco-Efficiency

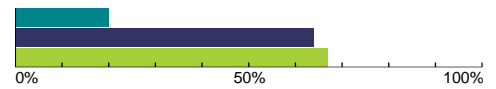


SOCIAL

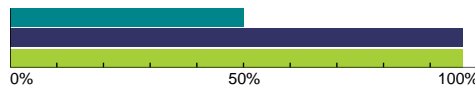
Human Capital Development



Standards for Suppliers



Stakeholder engagement



- DJSI sector average on a global basis
- adidas AG
- Best company on a global basis within DJSI sector

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