

FACTSHEET adidas Group



Name	adidas AG
Chairman & CEO	Herbert Hainer
Description	The adidas Group strives to be the global leader in the sporting goods industry with brands built on a passion for sports and a sporting lifestyle. With brands such as adidas, Reebok, TaylorMade, CCM Hockey and Rockport in its portfolio, the adidas Group offers a broad range of products. As a global player the adidas Group is represented in major markets all over the world. The Group comprises around 170 subsidiaries with headquarters in Herzogenaurach, Germany.
Established	In 1949 adidas is registered as a company, named after its founder: 'Adi' from Adolf and 'Das' from Dassler.
Business Year	1.1. – 31.12.
Financials	adidas Group 2010 Net sales: €11.99 billion Net income: €567 million
Share	adidas AG's share is listed on the "Deutsche Börse" stock exchange in Frankfurt. The stock is part of the DAX-30 index, which includes only the largest German companies listed.
Employees	42,541 at the end of 2010
Headquarters	World of Sports Adi-Dassler-Str. 1 91074 Herzogenaurach Germany
Internet	www.adidas-Group.com