



## Information

### **adidas Football focuses on consumers, wins market share and expects record sales in 2016**

**Herzogenaurach/Paris, June 16, 2016** – adidas today announced that its football business is expected to reach new record sales of EUR 2.5 billion in 2016. One year after relaunching its football footwear offering, the brand is reporting market share gains across Western Europe, especially in key cities.

“We are on track to achieving sales of EUR 2.5 billion with football products this year. This marks a new record for our brand and manifests our leading position in football globally,” commented Herbert Hainer, adidas Group CEO. “I am proud to report that our complete re-start of the football footwear business twelve months ago is paying off: we have gained market share in key markets and our footwear offering is resonating well among our young target audience.”

Looking at market share, adidas Football footwear had the clear lead across Western Europe’s top five markets in Q1/2016 (NPD Consumer Panel). In Western Europe’s five key cities (London, Paris, Barcelona, Milan, Berlin), adidas also claimed the leading market position in March 2016.

Fuelled by the ongoing UEFA EURO 2016™, where adidas is the official partner, and the Copa América, where a number of key adidas federations and players are also in action, adidas Football expects to achieve new record sales in 2016. This marks a double-digit increase following a strong year for adidas Football in 2015 (2015 sales: EUR 2.2 billion). On a product level, adidas plans to sell more German jerseys than in 2012 (2016: 1.3 million jerseys compared to 1 million in 2012).

“Our football consumer is constantly looking for newness. These young players expect fresh innovations, products and colourways on a regular basis, especially in footwear,” added Markus Baumann, General Manager adidas Football. “We listened closely to our consumers. Based on these insights, we have successfully re-positioned our football footwear offering over the last year. Our recent gains in market share in key cities across Europe are a clear sign that our strategy is paying off. With a much stronger focus on our consumers’ needs, we are now perfectly positioned to win additional market share in key cities and markets around the world.”



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### About adidas Football

adidas is the global leader in football. It is the official sponsor/official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world's top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan. Some of the world's best players also on the adidas roster are Leo Messi, Paul Pogba, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa, Manuel Neuer and Mesut Özil.

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