

ADIDAS AND PELOTON ANNOUNCE INTERNATIONAL COLLABORATION & SS21 APPAREL COLLECTION

- *The ongoing international partnership is focused on building the future of sport through shared values of movement, inclusivity, and community*
- *Peloton instructors Ally Love, Cody Rigsby and Robin Arzón collaborated with adidas' Creative Design team to create a new apparel collection inspired by the diversity of its communities*
- *The launch brings together Peloton's innovative at-home fitness platform designed to connect the world through fitness with adidas' legacy of creativity in sport*



Herzogenaurach / New York, March 18, 2021 - adidas, the global performance brand, and Peloton, the leading interactive fitness platform, are announcing an ongoing international partnership that will unite the fitness brands in a journey to transform sport. Motivated by shared values of well-being, inclusivity and community, the companies will together create an apparel collection and experiences that encourage movement across their member communities.

With Peloton's innovation in fitness, technology, and media, and adidas' legacy in co-creation, the two brands are joining forces to further foster a sense of community and acceptance, while empowering people to be the best version of themselves.

"I'm extremely proud to announce our partnership with Peloton, the leading interactive fitness platform," said Aimee Arana, General Manager, Global Training at adidas. "During a time where we are not able to be physically together, we have an incredible opportunity to help grow connected communities and continue to support people as they build their new fitness journeys at home. With guidance from Ally, Cody, and Robin, we have designed a collection that is inclusive for all, representing the best of adidas' and Peloton's resilient communities. We look forward to bringing these brands together."

The partnership will begin with the adidas x Peloton SS21 collection, a line of performance wear and lifestyle pieces made in collaboration with Peloton instructors Robin Arzón, Ally Love and Cody Rigsby. The instructors were involved in the design process to help develop a co-creation model. Together, the

teams worked to produce styles and fits rooted in inclusivity and crafted with quality performance technology for high energy workouts, plus comfort for relaxed recovery days. The collection marks Peloton's first-ever instructor-designed global-level collaboration.

The launch will also include a series of on-demand classes, available on the Peloton Bike, Bike+ and the Peloton App starting March 18, as well as a live class celebrating the collection drop on March 25. For more information on Peloton's schedule, please visit onepeloton.com/schedule.

"Our members are at the heart of everything we do at Peloton," said Jill Foley, VP of Apparel at Peloton. "Collaborating with adidas to create something truly unique to unite our respective communities has been so rewarding, especially during a time when we're all craving a sense of connection. I'm excited to welcome adidas' community to the Peloton family and cannot wait for our members to experience this collection."

This colourful line of apparel sits at the intersection of performance and vibrancy with nods to a 90's attitude, featuring bold, neon hues such as "Screaming Pink," and inspirational text graphics. And as equally important to both brands, the collection includes a range of sizing from XS-2X and designs spanning men's, women's, and unisex styles.

The 11-piece collection will include tanks, tights, shorts, hoodies, tees, crewnecks, sports bras, and joggers available from \$45-\$100 CAD. It will be available starting March 25 on adidas.ca/en/peloton, in select adidas retailers and on apparel.onepeloton.ca.

On March 18, to uniquely engage with the global fitness community, adidas will host exclusive Creators Club content, featuring a Creators Club members raffle. Members who sign-up will be entered to win select apparel from the collection, with winners selected on March 25.

The adidas x Peloton SS21 collection marks the start of an ongoing collaboration between the two brands. To find out more, please visit: adidas.ca/en/peloton. Follow the conversation on Instagram, Facebook and Twitter using #adidasxpeloton, @adidaswomen and @onepeloton.

END

About adidas

adidas is a global designer and developer of athletic and lifestyle footwear, apparel, and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster, and stronger and creates a range of classic and fresh lifestyle and high-fashion lines.

About Peloton

Peloton is the leading interactive fitness platform, with a loyal community of more than 4.4 million Members. The company pioneered connected, technology-enabled fitness, and the streaming of immersive, instructor-led boutique classes for its Members anytime, anywhere. Peloton makes fitness entertaining, approachable, effective, and convenient, while fostering social connections that encourage its Members to be the best versions of themselves. An innovator at the nexus of fitness, technology, and media, Peloton has reinvented the fitness industry by developing a first-of-its-kind subscription platform that seamlessly combines the best equipment, proprietary networked software, and world-class streaming digital fitness and wellness content, creating a product that its Members love. The brand's immersive content is accessible through the Peloton Bike, Bike+, Tread, Tread+ and Peloton App, which allows access to a full slate of fitness classes across disciplines, on any iOS or Android device, Apple TV, Fire TV, Roku TVs, and Chromecast and Android TV. Founded in 2012 and headquartered in New York City, Peloton has a growing number of retail showrooms across the US, UK, Canada, and Germany. For more information, visit www.onepeloton.com.