

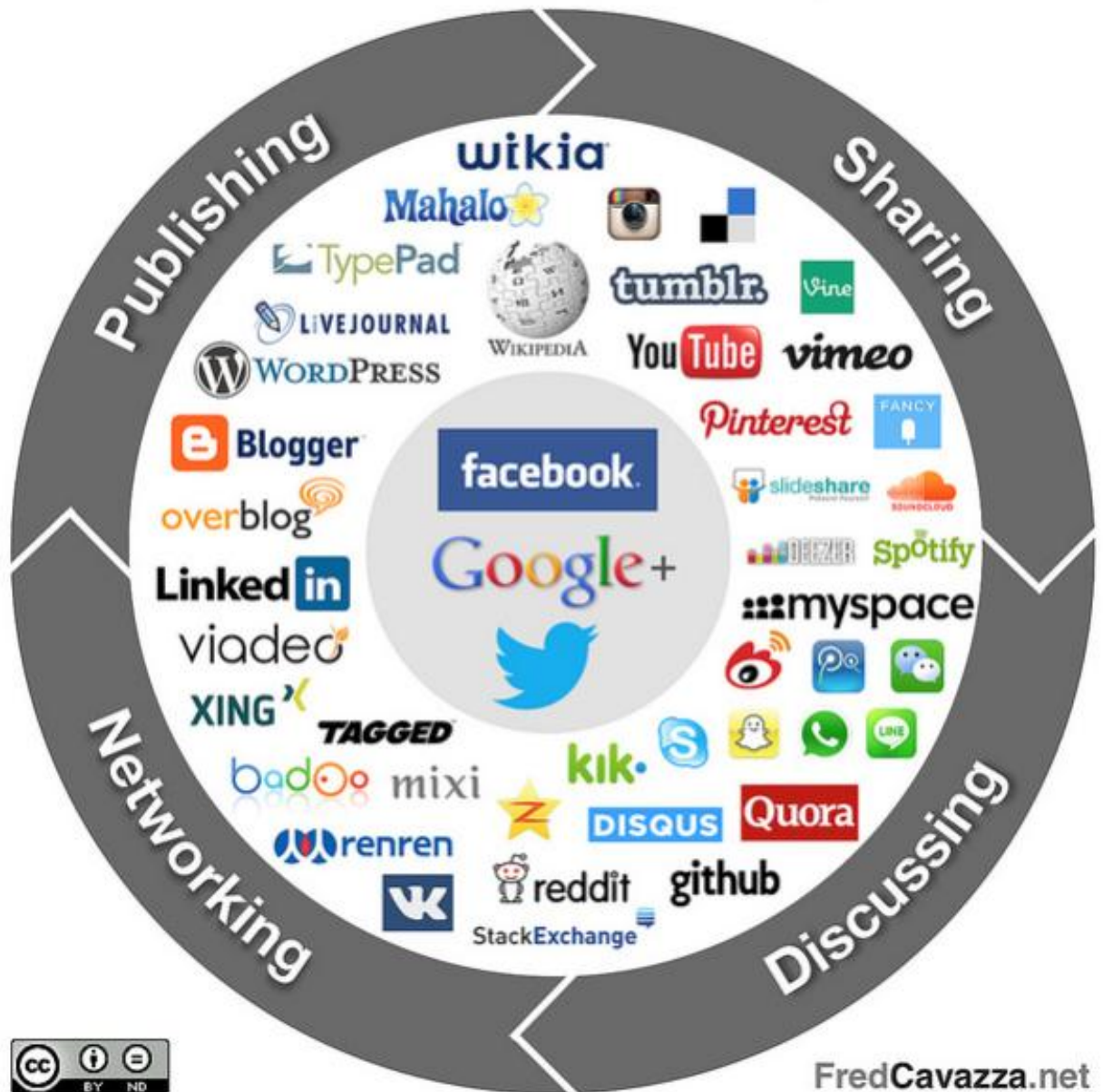


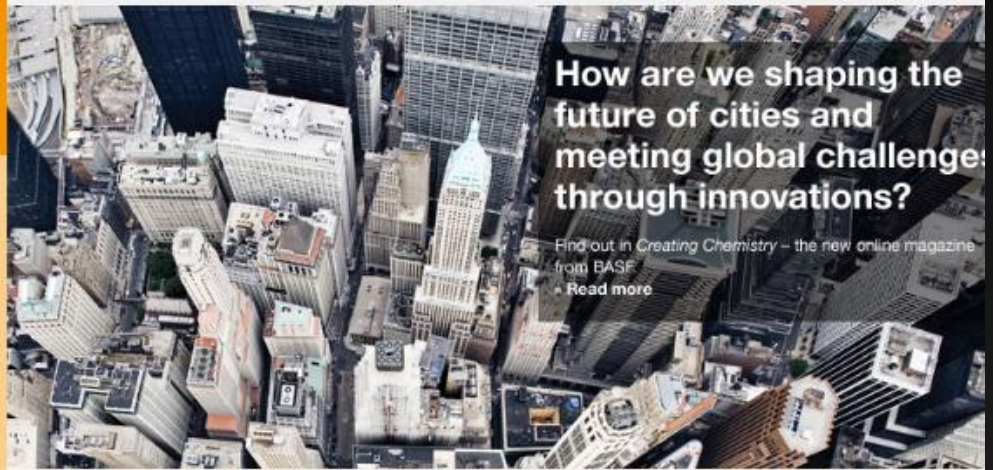
**adidas**<sup>®</sup>

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**DIRK Regionalkreistreffen  
Herzogenaurach, July 11th 2013**

# Social Media Landscape 2013





How are we shaping the future of cities and meeting global challenges through innovations?

Find out in *Creating Chemistry* – the new online magazine from BASF. [Read more](#)

### Welcome to BASF - The Chemical Company

We create chemistry for a sustainable future.

We combine economic success, social responsibility and environmental protection.

Through science and innovation we enable our customers in almost all industries to meet the current and future needs of society.



"We create chemistry" strategy

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"We create chemistry" world tour

Marketplace of Innovations

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### News

Hydrolysis-resistant PBT for automotive electrics

Jul. 3, 2013

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Cost-effective metal substitution with new partly aromatic polyamides

Jul. 2, 2013

[Read more...](#)

Research cooperation develops innovative technology for environmentally sustainable syngas production from carbon dioxide and hydrogen

Jul. 2, 2013

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[more press releases](#)

### BASF Share

XETRA: EUR67.54

07/03/13 - 11:39 AM CEST

Quotes by Investis File

[Stock Chart](#)  
[Investis File](#)



### BASF Worldwide

We are represented in economic regions.

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[了解更多 \(Chinese\)](#)

### Special Topics

- Becker Underwood Board Career
- Climate Protection Corporate Strategy
- Energy-Efficiency Global Compact
- Interim Report Internship Jobs Locations
- Nanotechnology Product Finder REACH
- Report 2012 Verbund



### BASF Product Finder

Here you can find detailed information about our products and solutions.

[Read more...](#)



### REACH - What is BASF doing about

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### Germany Land of Ideas



BASF is an official partner of the initiative. [Read more...](#)



### We create chemistry

Our current campaign [Read more...](#)



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## Social Media at BASF

Social media channels and the dialog they allow have become an established and integral part of BASF communications.

We use social media to share information, media and the most compelling BASF stories. In addition to our global channels, we provide you with regional and topic-focused channels offering the possibility to contact BASF experts.

We encourage you to play an active part on our social media channels. We look forward to your comments!

### Facebook



[PSK] It doesn't always have to be high shine: Matt coats for cars become increasingly popular. Do you know what creates the matt effect? Have a guess! We'll unveil the secret tomorrow.



[View on Facebook](#)

[PSK] Fulfill the demand for coffee capsules and contribute to



1/9



### Slideshare

slideshare



BASF Investor Day Asia-Pacific Innovation Experiences

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BASF Investor Day Asia-Pacific Nanjing Day 2

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### YouTube

YouTube



Chemistry powers energy: BASF researchers on innovations for energy efficiency

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#### Careers

[BASF Argentina te está buscando](#)

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[BASF U.S. Jobs](#)

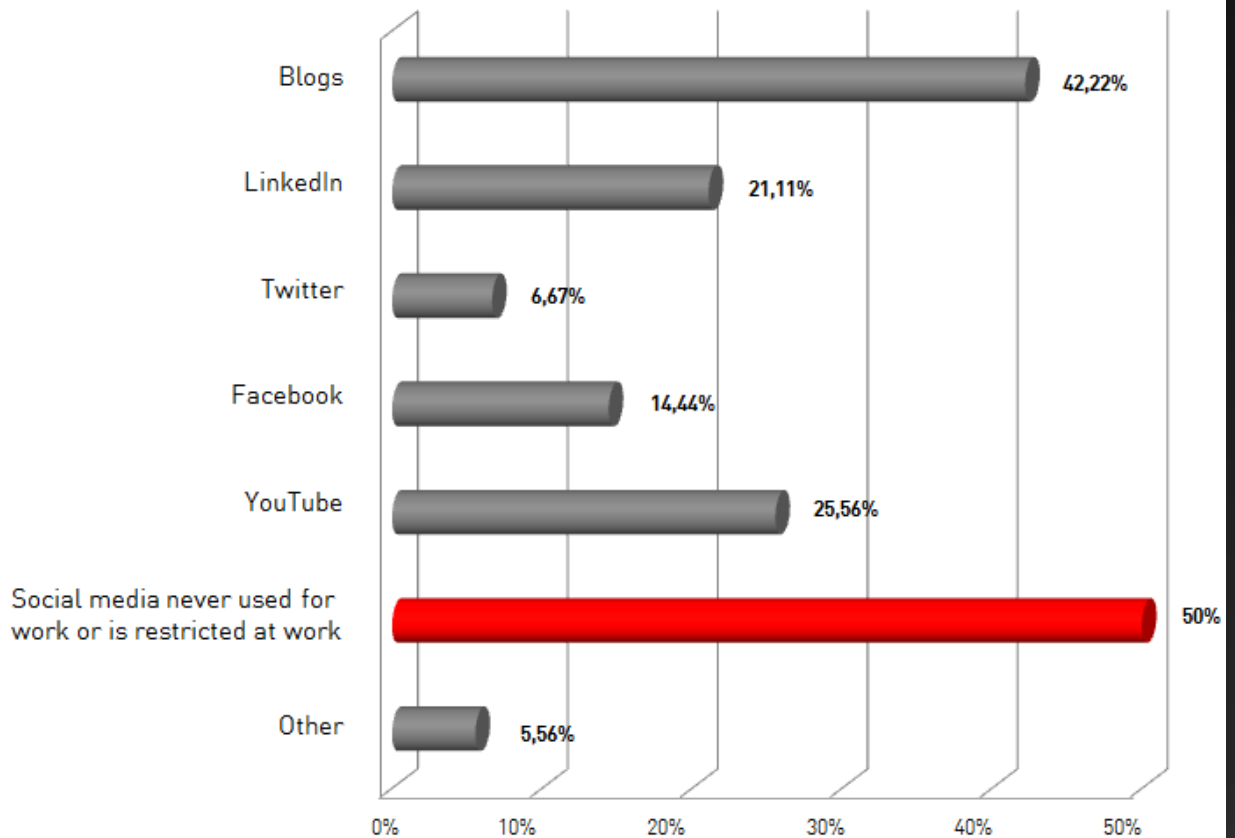
#### Products & Industries

[BASF Agro Argentina](#)

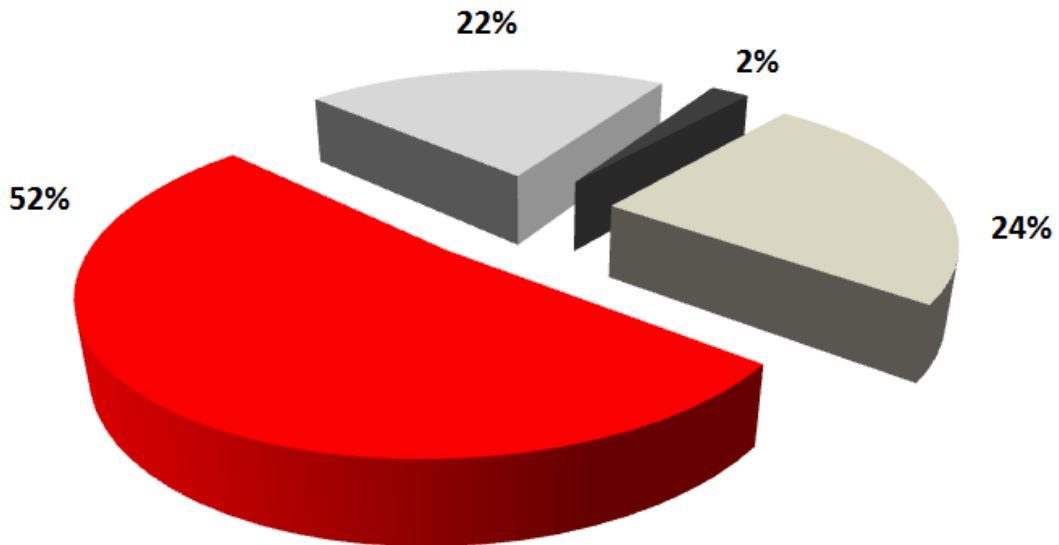
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[BASF Crop Protection USA](#)

## Which of the following sources of information have you ever used for work?



## How useful have social media services been to you in terms of obtaining investment information?



■ Not at all useful ■ Not very useful ■ Useful ■ Extremeley useful

## Do you believe the use of the listed channels for investor communications will increase, decrease or stay the same ?

	Increase	Stay about the same	Decrease	Uncertain
Blogs	43,33%	35,56%	6,67%	15,56%
LinkedIn	23,33%	46,67%	3,33%	27,78%
Twitter	41,11%	28,89%	7,78%	23,33%
Facebook	24,44%	42,22%	15,56%	22,22%
Youtube	33,33%	41,11%	3,33%	23,33%



BMW IR



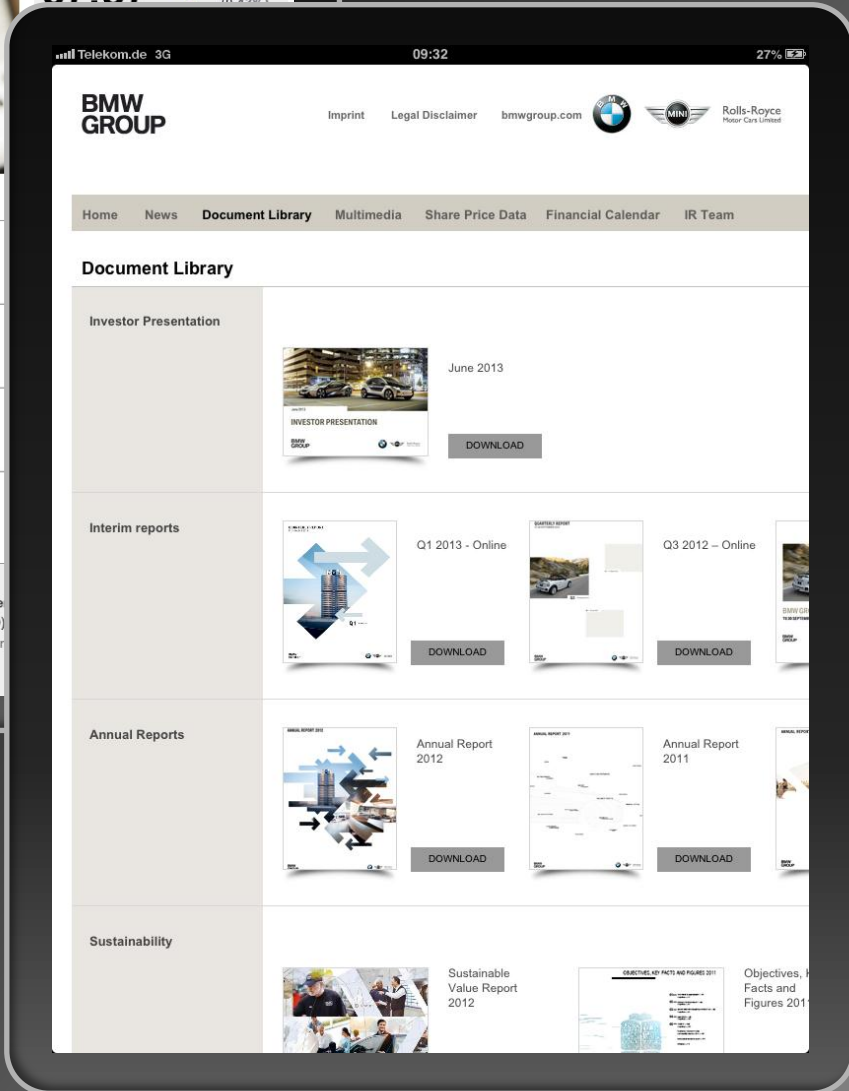
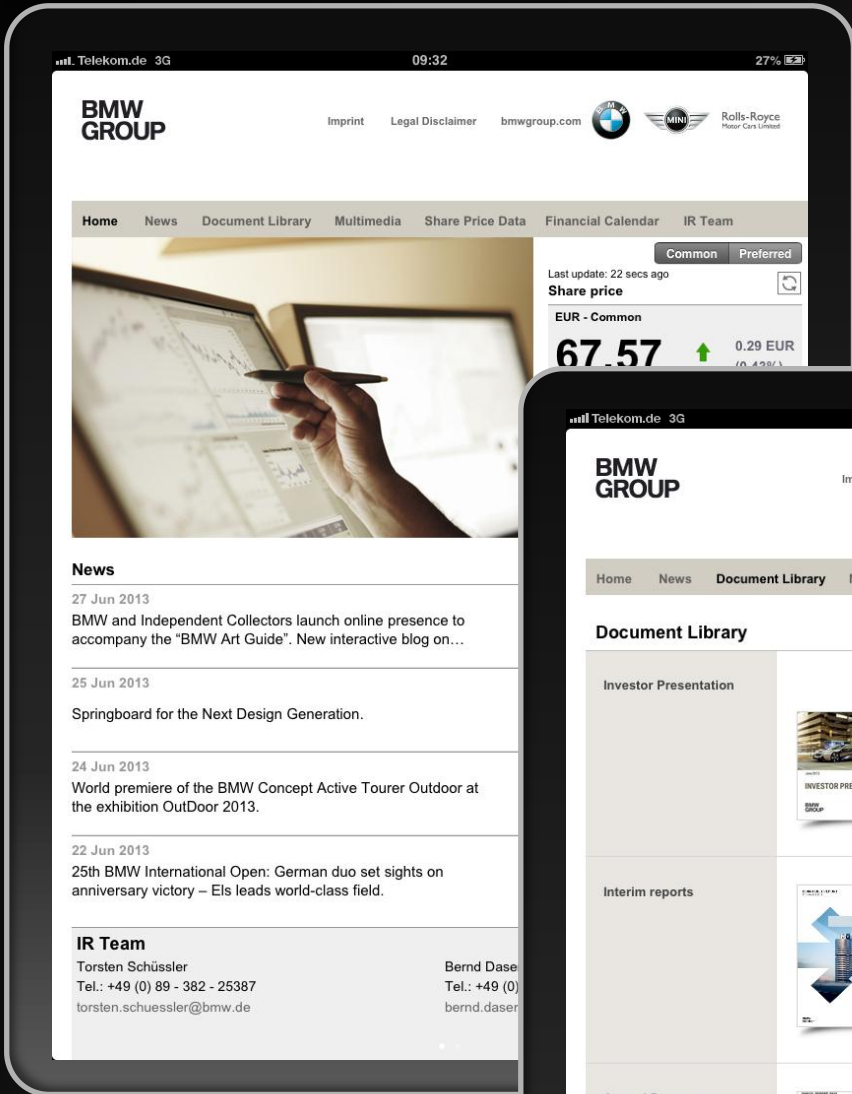
Aegis IR

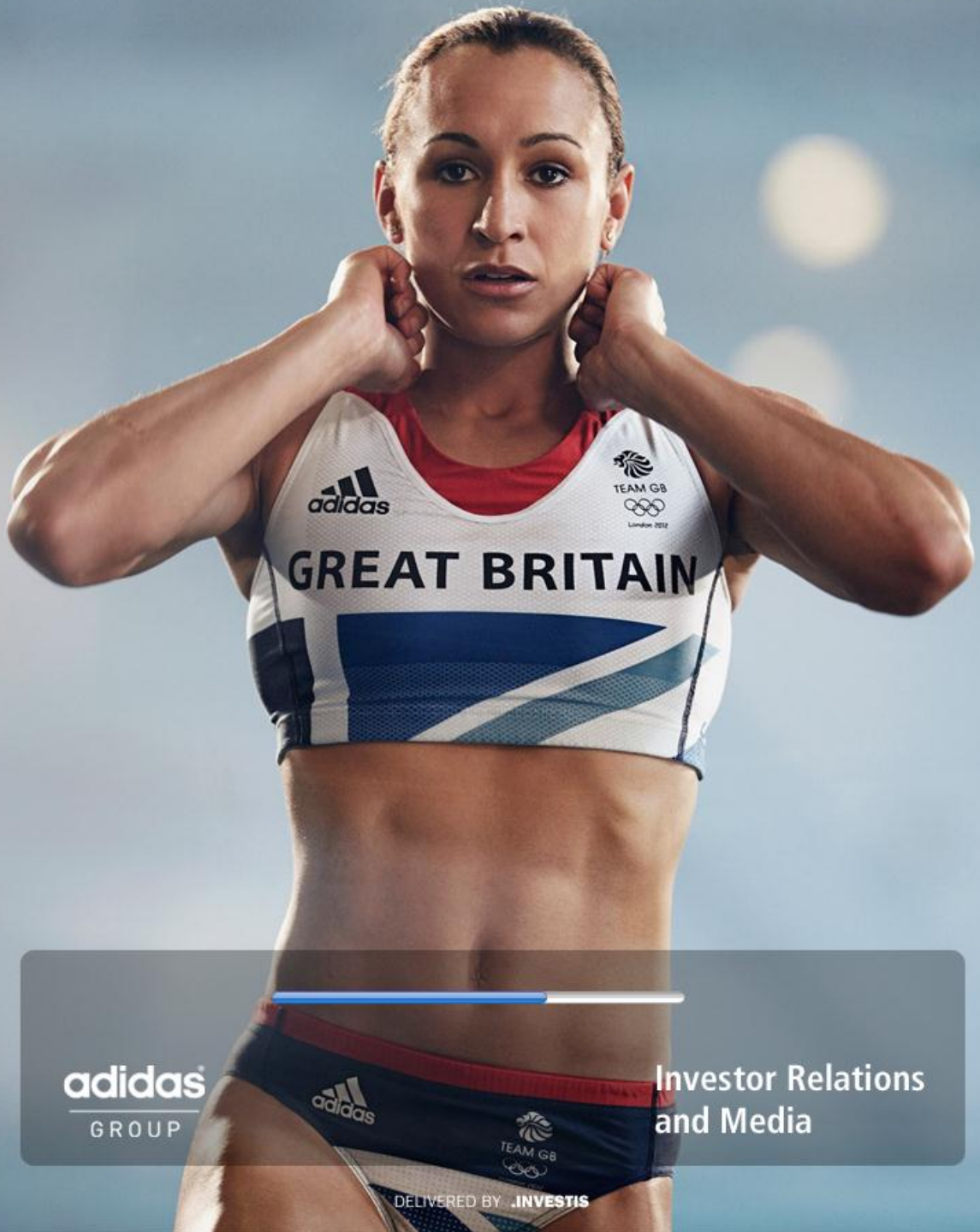


Tesco IR



Kingfisher IR





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June 18, 2013

↳ adidas expects to achieve new record sales of € 2 billion in football in 2014

May 03, 2013

↳ adidas Group First Quarter 2013 Results

March 07, 2013

↳ adidas Group Full Year 2012 Results

February 13, 2013

↳ BOOST changes running forever

Last Update: 6 Seconds ago

SHARE DETAILS

XETRA

83.93 ↓ (-0.15 €)

Today

52 week

(July 02, 2013 09:15 CET)

High: 84.71

High: 88.35

Low: 83.92

Low: 56.03

Volume: 0.06M

Currency: EUR

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Our Brands

## NEWS



June 18, 2013

- adidas expects to achieve new record sales of € 2 billion in football in 2014

May 03, 2013

- adidas Group First Quarter 2013 Results

March 07, 2013

- adidas Group Full Year 2012 Results

February 13, 2013

- BOOST changes running forever

November 08, 2012

- Nine Months Results 2012

September 21, 2012

- adidas Group reinforces confidence in Route 2015 targets

August 02, 2012

- First Half 2012 Results

June 27, 2012

- adidas AG signs new € 500 million revolving credit facility

June 21, 2012

- adidas breaks own sales record in football

June 18, 2013

## adidas expects to achieve new record sales of € 2 billion in football in 2014

**Herzogenaurach, June 18, 2013** – adidas expects to achieve new record sales of € 2 billion in the football category in 2014, the company announced today at a football media day in Herzogenaurach. "The FIFA World Cup™ is the perfect stage to showcase our company, our brands and our products. adidas is the clear no. 1 in football globally – in terms of sales, innovative power and brand visibility. Through the World Cup we will once again underline our leading position and share our passion for the game with fans around the world," commented Herbert Hainer, CEO of the adidas Group.

As the Official Sponsor, Supplier and Licensee of the 2014 FIFA World Cup™, adidas will again supply the Official Ball of the tournament and equip officials, referees, volunteers and ball kids.

Starting in the second half of 2013, adidas will be launching a constant stream of new and innovative football products for the World Cup. "We will use the World Cup to prove our great football expertise and to show fans the technological know-how and creativity that adidas consistently delivers at the cutting edge of football, again underlining our leadership in innovation. We create technologies that help players and teams unlock their potential, building products that are the very best for the athletes. For the World Cup, adidas will again be one step ahead," explained Markus Baumann, Senior Vice President adidas Football.

In Latin America, the adidas Group has performed extraordinarily well over the past decade – driven by the adidas brand, where sales have grown at strong double-digit rates every year since 2002. With the Confederations Cup and the World Cup creating another strong push, adidas expects continuous and solid double-digit sales growth in Latin America in the years to come.

Over the past few months, adidas has enjoyed strong successes in football: Lionel Messi has been awarded the FIFA Ballon d'Or as the best player of the year for the fourth time in a row, Chelsea FC won an all adidas final in the UEFA Europa League and FC Bayern Munich was recently crowned UEFA Champions League winner. At the 2013 FIFA Confederations Cup, four out of eight teams are equipped by adidas: the World and European Champion Spain, Asian Champion Japan, CONCACAF Champion Mexico and the

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## SHARE PRICE

Share

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adidas AG

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83.99

↓ (-0.09 €)

Today July 02, 2013 09:16 CET

High: 84.71

Low: 83.92

Volume: 0.06M

52 week

High: 88.35

Low: 56.03

Currency: EUR

1 D

1 M

3 M

6 M

1 Y

2 Y

5 Y



## CODE: ADIDAS.DE CURRENCY: EUR

Date	July 02, 2013	Last Trade	09:16
Price	83.99 €	Last Closing	84.08 €
Change	-0.09 €	Bid	83.93 €
Day High	84.71 €	Ask	84.03 €
Day Low	83.92 €	Currency	EUR
Day Open	84.69 €	Year High	88.35 €
Day Volume	0.06M	Year Low	66.05 €

FURTHER SHARE PRICE ANALYSIS

Chart provided by Investis. Data provided by VWD group.



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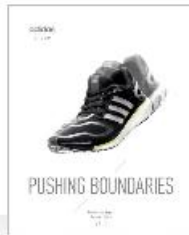


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# PUSHING BOUNDARIES

adidas Group  
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adidas Group's 2012 Full Year Results - CEO In...

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-1:03



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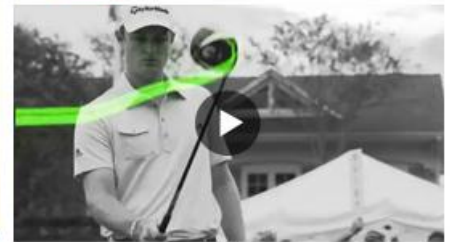
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## MANAGEMENT



## EXECUTIVE BOARD



**Herbert Hainer**  
Chief Executive Officer

Herbert Hainer was born in Dingolfing, Germany, in 1954. Following his business studies, Herbert Hainer spent eight years with Procter & Gamble in various sales and marketing positions. He joined adidas Germany in 1987 and has held numerous management positions within the Group, including Managing Director Germany and Senior Vice President for Sales and Logistics in Europe, Africa and the Middle East. Herbert Hainer joined the Executive Board in 1997 and became CEO of adidas AG in 2001. He is married, has two daughters and lives in Herzogenaurach.



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## CALENDAR

Date	Events	Add
<b>Upcoming events</b>		
November 7, 2013	Nine Months 2013 Results	
August 8, 2013	First Half 2013 Results	
<b>Past events</b>		
May 8, 2013	Annual General Meeting 2013	
May 3, 2013	First Quarter 2013 Results	
March 7, 2013	Full Year 2012 Results	
January 22, 2013	Cheuvreux German Corporate Conference, Frankfurt	
January 14, 2013	Commerzbank Investment Seminar, New York	
December 11, 2012	Rivel Intelligence Council Conference, New York	
December 10, 2012	HSBC Q3 Roadshow, Toronto	
December 7, 2012	HSBC Q3 Roadshow, Boston	

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**CONTACT US**



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Fax: **+49-9132-84-3127**

[DIRECTIONS](#)

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**Corporate Communication Team**



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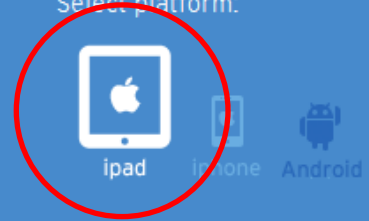
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[investor.relations@adidas-Group.com](mailto:investor.relations@adidas-Group.com)

Phone: **+49 9132 84 3296**  
Fax: **+49 9132 84 3127**

# App Analytics

Below is an overview of how users are interacting with your App. The data shows how many users have downloaded your app, what they do when they open your app and how often they do it as well as how long they spend on it. The data is compiled by industry leading statistics provider Flurry.

Select platform:



## iPad IR App

Export data:

1 Week

1 Month

6 Months

12 Months

Number of Sessions

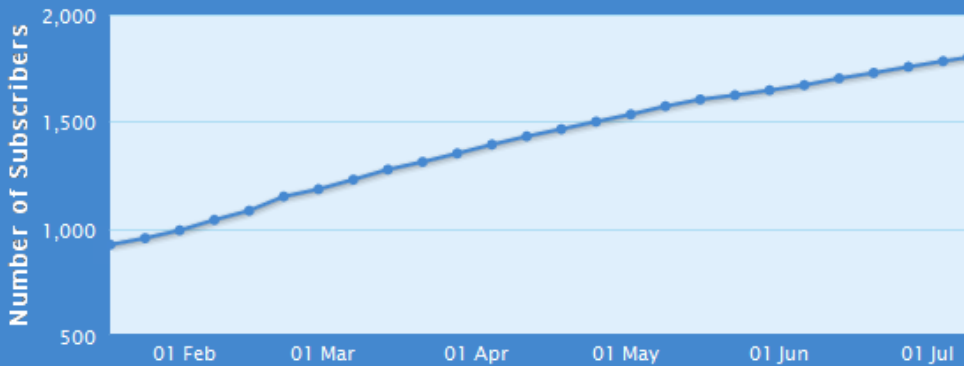
Number of Subscribers

Median Session Length

Multimedia Views

Documents Downloaded

### Number of Subscribers (Cumulative): 1,801



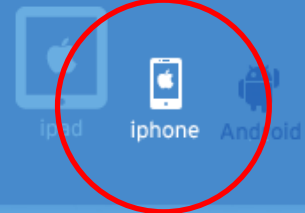
### App Usage

Number of Subscribers	1,801	Multimedia Views	908
Number of Sessions	6,646	Document Downloads	640
Median Session Length	65 s		

# App Analytics

Below is an overview of how users are interacting with your App. The data shows how many users have downloaded your app, what they do when they open your app and how often they do it as well as how long they spend on it. The data is compiled by industry leading statistics provider Flurry.

Select platform:



## iPhone IR App

Export data:

1 Week

1 Month

6 Months

12 Months

Number of Sessions

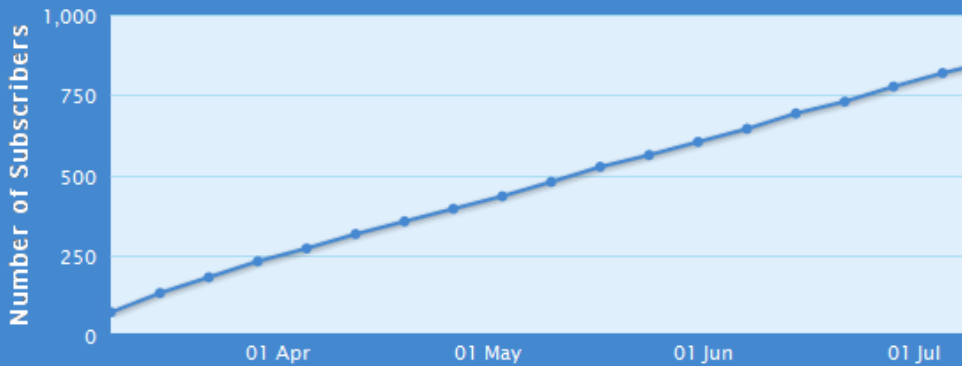
Number of Subscribers

Median Session Length

Multimedia Views

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### Number of Subscribers (Cumulative): 840

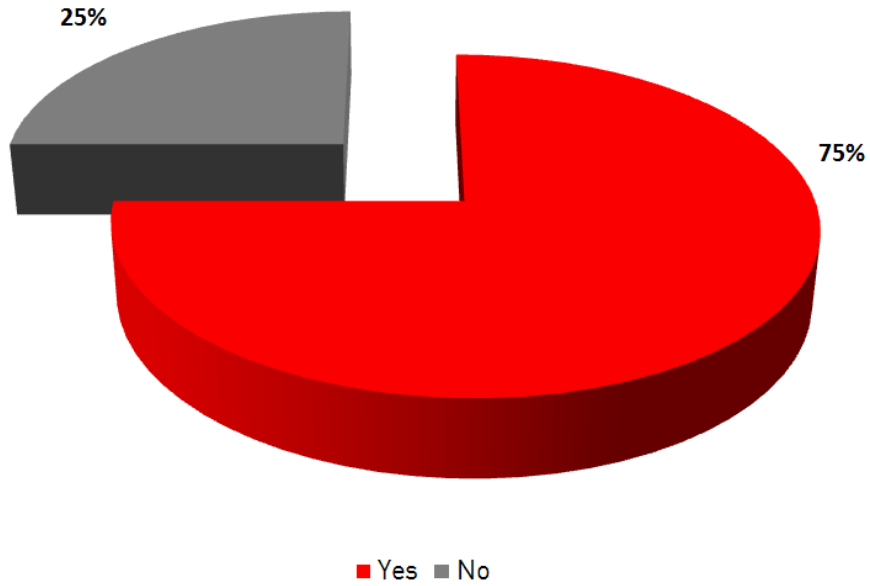


### App Usage

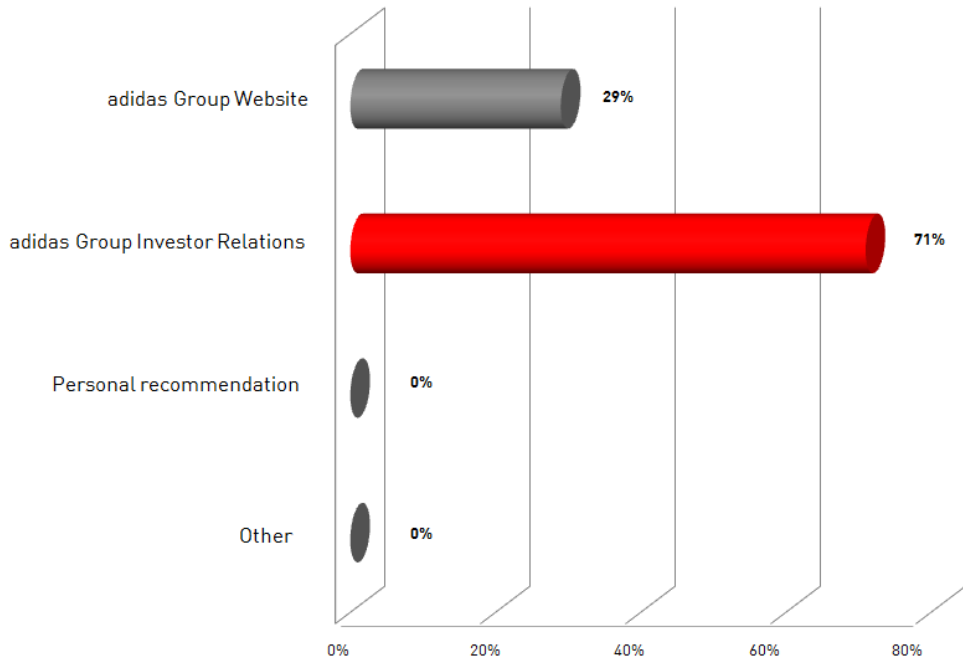
Number of Subscribers	840	Multimedia Views	298
Number of Sessions	4,308	Document Downloads	177
Median Session Length	46 s		



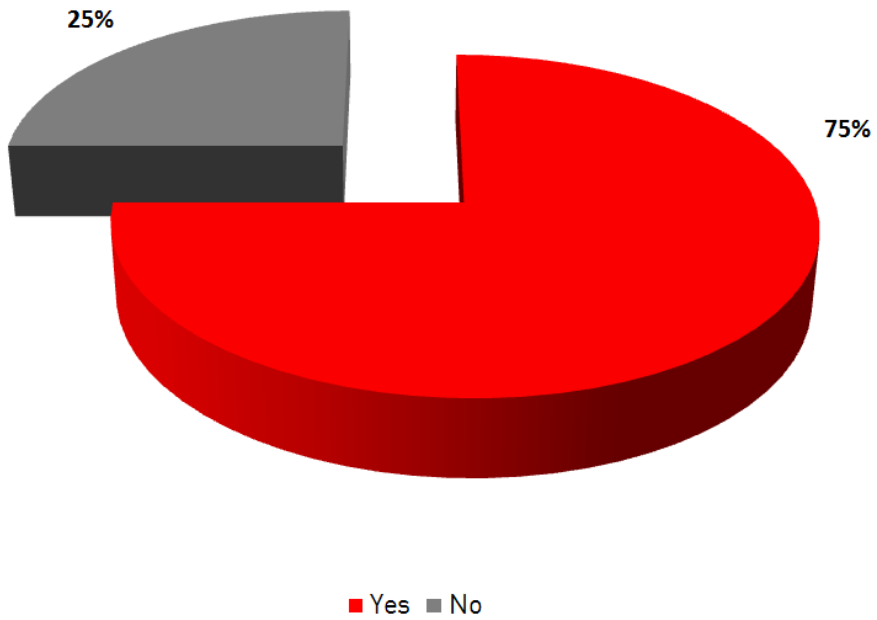
### Are you aware of the fact that the adidas Group has launched an Investor Relations and Media App?



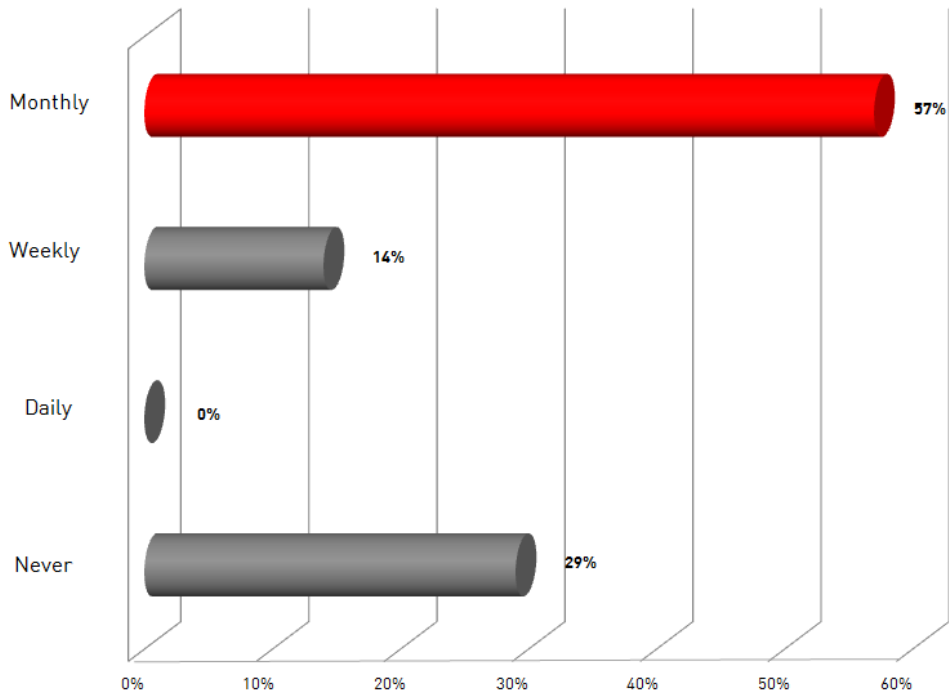
### Where did you get the information from that the adidas Group has launched an Investor Relations and Media App?



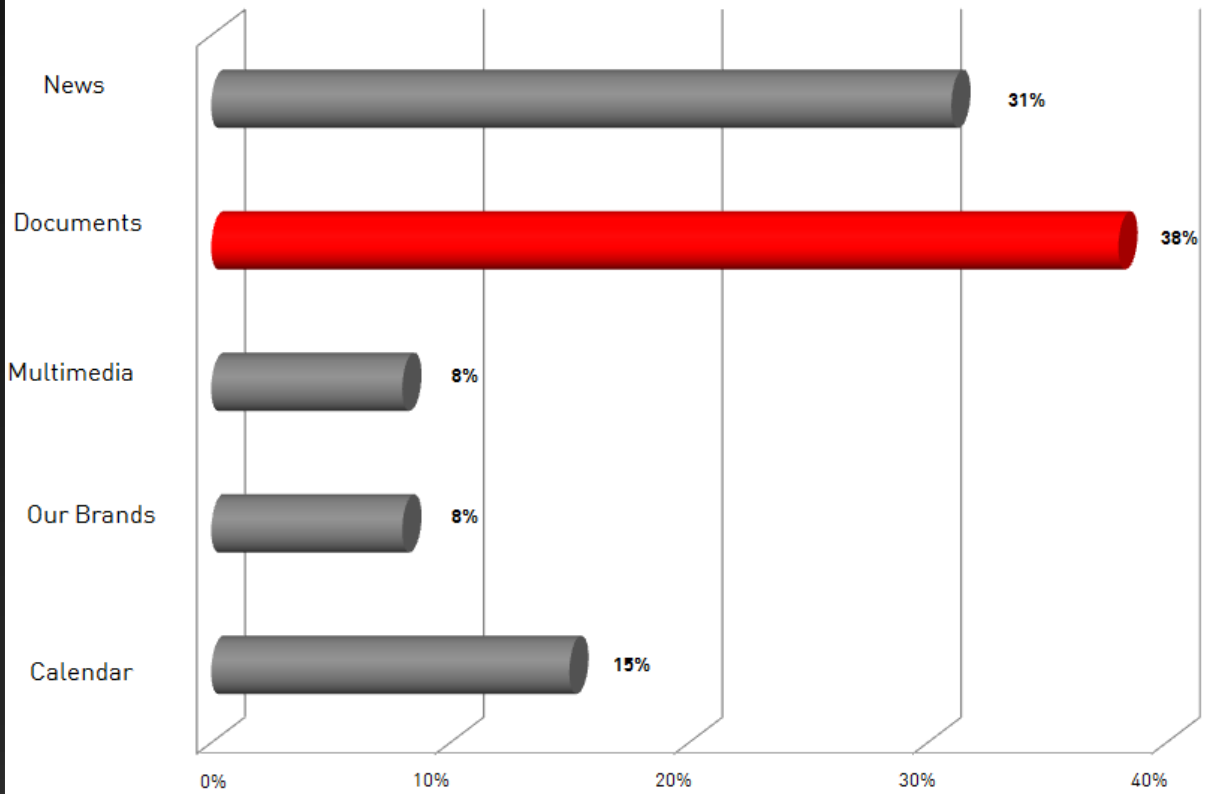
### Did you download the Investor Relations and Media App?



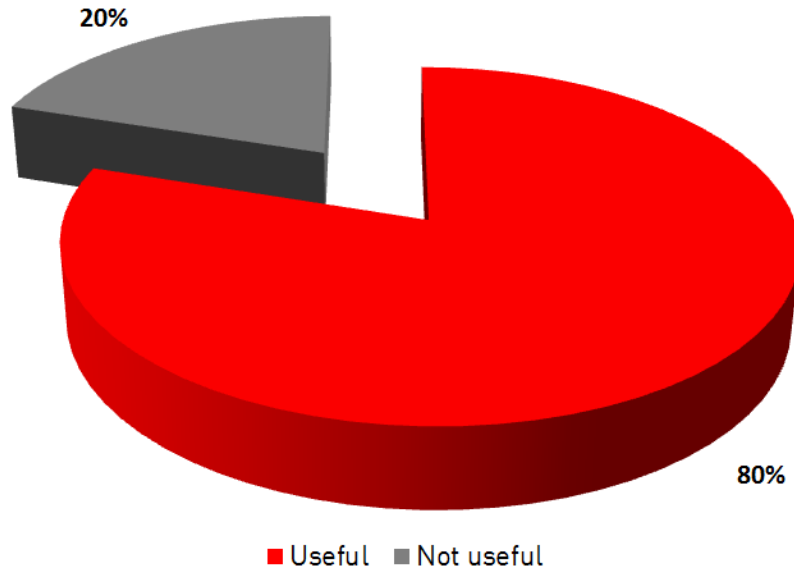
### How often do you use the Investor Relations and Media App?



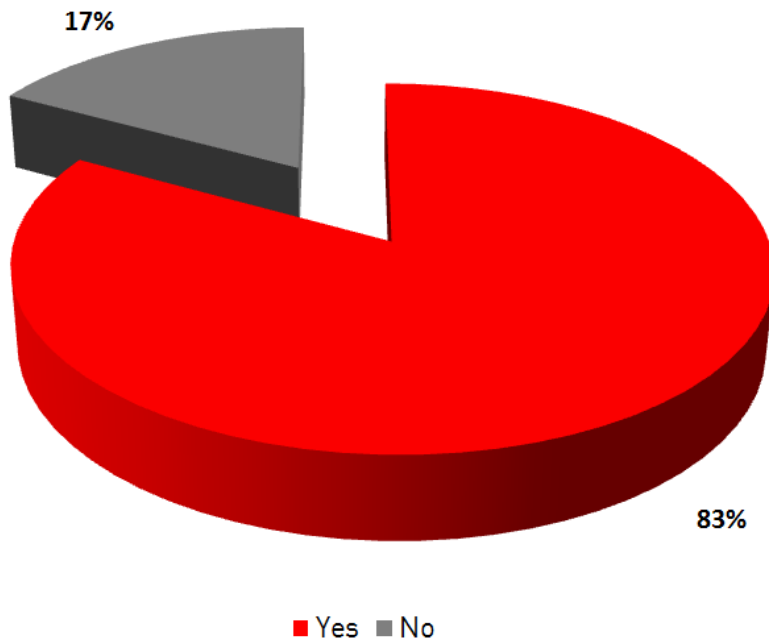
### Which section of the Investor Relations and Media App do you use the most?



Is the Investor Relations and Media App useful for your job in terms of obtaining information?



Would you recommend the Investor Relations and Media App to other people within the financial community?





# INVESTOR PERCEPTION STUDY

Winning companies, winning IR strategies

EUROPE 2013

29  adidas

BEST IN SECTOR (see p69)

## PERSONAL CARE & HOUSEHOLD/LUXURY GOODS



1	ADIDAS	GERMANY	231pts
2	Henkel	Germany	219
3	Luxottica Group	Italy	178
4	Royal Philips Electronics	Netherlands	162
5	L'Oréal	France	153
6	Burberry Group	UK	131
7	Yoox Group	Italy	118
8	Reckitt Benckiser	UK	101
9	LVMH	France	76
10	Hugo Boss	Germany	72
11	Pandora	Denmark	60

*'In terms of technology, adidas leads the way with its new iPad and iPhone applications' - Germany, sell side*



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**Q & A**