Registered number: 20 75 47 88

adidas Danmark A/S

Øster Allé 56, 2 sal 2100 Copenhagen Ø

Annual report and financial statements

for the year ended 31 December 2017

The annual report was presented and adopted at the annual general meeting of the company.

Chairman

Date: 01.06.2018

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	Page
Statement by Board of Directors and the Executive Board	1
Independent auditor's report	2 - 4
Management's review	4 - 5
Financial statements 1 January - 31 December Income statement	6
Balance sheet	7 - 8
Statement of changes in equity	9
Accounting policies and notes to the financial statements	10 - 20

Statement by Board of Directors and the Executive Board for the year ended 31 December 2017

The Board of Directors and the Executive Board have today discussed and approved the annual report of adidas Danmark A/S for the financial year 1 January - 31 December 2017

The annual report has been prepared in accordance with the Danish Financial Statements Act.

It is our opinion that the financial statements give a true and fair view of the company's assets, liabilities and financial position as 31 December 2017 and of the results of the company's operations for the year 1 January -31 December 2017

In our opinion, the Management's review includes a fair view of the development in the company's operations and financial matters, of the results for the year and of the company's financial position, and of the matters discussed in the Mangement's review

We recommend that the annual report be adopted at the annual general meeting on 1st June 2018

Executive Board

Sven Moser

Board of Directors

ston Thomson

Chairman

Deputy Chairman

Andrew Richard Hackett Andreas Johannes Richter

Board member

Sven Moser

Board member

Independent auditor's report

To the shareholder of adidas Danmark A/S

Opinion

We have audited the financial statements of adidas Danmark A/S for the financial year 1 January – 31 December 2017 comprising income statement, balance sheet, statement of changes in equity and notes, including accounting policies. The financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the Company's assets, liabilities and financial position at 31 December 2017 and of the results of the Company's operations and cash flows for the financial year 1 January – 31 December 2017 in accordance with the Danish Financial Statements Act.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and the additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the audit of the financial statements" section of our report. We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) and the additional requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these rules and requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Management's responsibility for the financial statements

Management is responsible for the preparation of financial statements that give a true and fair view in accordance with the Danish Financial Statements Act and for such internal control that Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance as to whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs and the additional requirements in Denmark will always detect a material misstatement when it exists. Misstatements may arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of financial statement users made on the basis of these financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism throughout the audit. We also

identify and assess the risks of material misstatement of the company financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control.

Independent auditor's report

- obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- evaluate the overall presentation, structure and contents of the financial statements, including the
 disclosures, and whether the financial statements represent the underlying transactions and events in a
 manner that gives a true and fair view.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Statement on the Management's review

Management is responsible for the Management's review.

Our opinion on the financial statements does not cover the Management's review, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the Management's review and, in doing so, consider whether the Management's review is materially inconsistent with the financial statements or our knowledge obtained during the audit, or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the Management's review provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that the Management's review is in accordance with the financial statements and has been prepared in accordance with the requirements of the Danish Financial Statement Act. We did not identify any material misstatement of the Management's review.

Aarhus,1st June 2018

KPMG

Statsautoriseret Revisionspartnerselskab

Lllh

CVR no. 25 57 81 98

Jakob Westerdahl State Authorised Public Accountant

NE no. mne31449

Management's Review for the year ended 31 December 2017

Seen over a five-year period, the development of the company is described by the following financial highlights:

	2017 DKK '000	2016 DKK '000	2015 DKK '000	2014 DKK '000	2013 DKK '000
Key Figures					
Gross profit	44,646	44,073	42,785	37,877	37,653
Profit before financial income and expenses	12,819	12,231	11,660	7,659	7,780
Net financials	1,996	(228)	(94)	37	(169)
Profit/loss for th year	12,007	12,526	8,734	5,671	3,992
Balance sheet total	78,029	73,356	67,093	51,057	54,011
Equity	25,577	22,370	17,344	14,610	14,939
Financial Ratios					
Return on assets (%)	16	17	20	15	17
Solvency ratio (%)	33	31	26	29	28
Return on equity (%)	50	63	55	38	31

The ratios have been prepared in accordance with the recommendations and guidelines issued by the Danish Society of Financial Analysts. For defininitions, see under accounting policies.

Management Review for the year ended 31 December 2017

Business activities

The company's activity is to sell sports gear of the brands adidas and Reebok in Denmark.

Development in activities and financial position

The company's income statement for the year ended 31 December 2017 shows a profit of DKK 12,007 thousand, and the balance sheet at 31 December 2017 shows equity of DKK 25,577 thousand.

The company's operating profit and development were as expected at the beginning of the year as set out in the 2016 financial statements. Profit for the year was influenced by a tax correction relating to prior years.

Risks

Operating risks

In Management's assessment, the company is not exposed to any special risks apart from those generally occuring in this line of business.

Currency risks

As the company primarily sell in Danish Krone and buy in Danish Krone, foreign exchange risk is considered low.

Environment

In Management's assessment, the company's activities do not impact on the external environment.

Research and development activities

The company does not undertake any research, but the product range is undergoing constant development.

Post balance sheet events

No events have occured after the balance sheet date which could significantly affect the company's financial position.

Outlook

The company expects its sales performance to be in line with market development, which is expected to be slightly up on 2017. 2018 results are expected to be in line with 2017.

Income statement for the year ended 31 December 2017

Note	2017 DKK	2016 DKK
	44,646,028	44,072,518
	44,646,028	44,072,518
2	(29,171,686)	(29,991,087)
	15,474,342	14,081,431
	(2,655,413)	(1,850,177)
	12,818,929	12,231,254
3	2,169,364	60,595
4	(173,810)	(288,505)
	14,814,483	12,003,344
5	(2,807,459)	522,999
6	12,007,024	12,526,343
	2 3 4	Note DKK 44,646,028 44,646,028 2 (29,171,686) 15,474,342 (2,655,413) 12,818,929 3 2,169,364 4 (173,810) 14,814,483 5 (2,807,459)

adidas Danmark A/S Registered number:20 75 47 88

Balance sheet as at 31 December 2017 2017 2016 Note DKK DKK Non-current assets Intangible assets Goodwill 7 1,333,000 2,060,000 Property, plant and equipment Operating equipment 8 3,766,445 1,123,661 8 Leasehold improvements Assets under construction 8 1,597,930 **Total non-current assets** 5,099,445 4,781,591 **Current assets** Inventories Finished goods and goods for resale 4,501,253 3,403,662 Receivables Trade Receivables 22,165,665 34,792,613 33,665,833 Amounts owed by group companies 26,376,263 1,939,489 Other receivables 1,363,794 Deferred tax asset 9 2,071,443 4,494,101 769,804 Corporation tax 1,293,187 1,908,362 Prepayments 10 2,283,567 Cash at bank and hand Cash at bank and hand 248,261 227,258 **Total current assets** 72,930,381 68,574,174

78,029,826

Total assets

73,355,765

adidas Danmark A/S Registered number:20 75 47 88

Balance sheet (continued) as at 31 December 2017

	Note		2017 DKK		2016 DKK
Equity					
Share capital		8,000,000		8,000,000	
Retained earnings		9,576,999		5,569,975	
Proposed dividend for the year		8,000,000		8,800,000	
Total equity	11		25,576,999		22,369,975
Provisions					
Other provisions	12	8,418,549		15,808,670	
Total Provisions			8,418,549		15,808,670
Current liabilities other than provisions					
Trade payables		9,682,329		9,020,916	
Payables to associates		7,942,355		156,697	
Corporation tax		-		-	
Other payables	13	26,409,594		25,999,507	
Total current liabilities other than provisions			44,034,278		35,177,120
Total equity and liabilities			78,029,826		73,355,765

Statement of changes in equity for the year ended 31 December 2017

	Share capital DKK	Proposed dividend for the year DKK	Retained earnings DKK	Total equity DKK
Equity at 1 January 2017	8,000,000	8,800,000	5,569,975	22,369,975
Profit for the year	-	-	12,007,024	12,007,024
Ordinary dividend paid Proposed profit appropriation - dividend	-	(8,800,000) 8,000,000	(8,000,000)	(8,800,000)
Equity at 31 December 2017	8,000,000	8,000,000	9,576,999	25,576,999

Notes to the financial statements for the year ended 31 December 2017

1. Accounting policies

The annual report of Adidas Danmark A/S for 2017 has been prepared in accordance with the provisions applying to reporting class C medium-sized entities under the Danish Financial Statements Act

The accounting policies used in the preparation of the financial statements are consistent with those of last year.

Applied exemption in the Danish Financial Statements Act

In accordance with section 86 (4) of the Danish Financial Statements Act, the Company has not prepared a cash flow statement, as such a statement is included in the consolidated cash flow statement of Adidas Group.

1.1 Revenue

Revenue from the sale of goods for resale and finished goods is recognised in the income statement, provided that the transfer of risks, usually on delivery to the buyer, has taken place and that the income can be measured reliably and is expected to be received.

Revenue is measured at the fair value of the agreed consideration, excluding VAT and other indirect taxed charged on behalf of third parties. All discounts granted are recognised in revenue.

1.2 Cost of sales

Cost of goods sold comprise direct and indirect costs incurred to generate revenue, including costs for sale and distribution of goods sold.

1.3 Other external costs

Other external costs include expenses related to distribution, sale, advertising, administration, premises, bad debts, payments under operating leases etc.

1.4 Gross profit

In pursuance of section 32 of the Danish Financial Statements Act, the company does not disclose its revenue. The gross profit reflects an aggregation of revenue, changes in inventories of finished goods and work in progress and other operating income less raw materials and consumables and other external expenses.

1.5 Staff costs

Staff costs comprise wages and salaries, including holiday allowance, pension and other social security costs, etc, to the company's employees.

1.6 Financial income and expenses

Financial income and expenses include interest, financial expenses, realised and unrealised exchange adjustments, amortisation of mortgage loans as well as extra payments and repayments under the on account taxation scheme, etc.

Notes to the financial statements for the year ended 31 December 2017

1. Accounting policies (continued)

1.7 Tax on profit for the year

Tax for the year, which comprises the current tax charge for the year and changes in the deferred tax charge, including charges arising from changes in tax rates, is recognised in the income statement as regards the portion that relates to entries directly in equity.

1.8 Intangible assets

Goodwill acquired is measured at cost less accumulated amortisation. Goodwill is amortised on a straight-line basis over its useful life, which is assessed at 10 years, as the business is linked to an asset with a long lifespan.

Gains or losses are recognised in the income statement as other operating income or other operating expenses, respectively.

1.9 Property, plant and equipment

Items of property, plant and equipment are measured at cost less accumulated depreciation and impairment losses.

The basis of depreciation is cost less any projected residual value after the end of the useful life. The useful life and residual value are reassessed annually. Changes are treated as accounting estimates, and the effect on depreciation is recognised prospectively.

Cost comprises the purchase price and any costs directly attributable to the acquisition until the date when the asset is available for use.

The cost of self-constructed assets comprises direct and indirect costs of materials, components, sub-suppliers and labour.

Depreciation is provided on a straight-line basis over the expected useful life of the asset based on the following expected useful lives:

Operating equipment 2-8 years Leashold Improvements 3-5 years

Gains or losses are recognised in the income statement as other operating income or other operating expenses, respectively.

Property, plant and equipment are written down to the recoverable amount if this is lower than the carrying amount.

Notes to the financial statements for the year ended 31 December 2017

1. Accounting policies (continued)

1.10 Impairment of non-current assets

The carrying amount intangible assets and property, plant and equipment is subject to an annual test for indications of impairment other than the decrease in value reflected by depreciation and amortisation.

Impairment tests are conducted of individual assets or groups of assets when there is an indication that they may be impaired. Write downs are made to the recoverable amount if this is lower than the carrying amount.

The recoverable amount is the higher of an asset's net selling price and its value in use. The value in use is determined as the present value of the forecast net cash flows from the use of the asset or the group of assets, including forecast net cash flows from the disposal of the asset or the group of assets after the end of the useful life.

Previously recognised write-downs are reversed when the basis for the write-down no longer exists. Write-down of goodwill is not reversed.

1.11 Leases

On initial recognition, leases for fixed assets that transfer substantially all risks and rewards incident to ownership to the Company (finance leases) are recognised in the balance sheet at the lower of fair value and the net present value of future lease payments. When the net present value is calculated, the interest rate implicit in the lease or the incremental borrowing rate is used as the discount factor. Assets held under finance leases are subsequently depreciated as the Company's other fixed assets.

The capitalised lease obligation is recognised in the balance sheet as a liability at amortised cost, allowing the interest element of the lease payment to be recognised in the income statement over the term of the lease.

All other leases are operating leases. Payments relating to operating leases and other leases are recognised in the income statement over the term of the lease. The Company's total obligation relating to operating leases and other leases is disclosed as contractual obligations and contingencies, etc.

1.12 Inventories

Inventories are measured using FIFO method. Where the net realisable value is lower than the cost, inventories are carried at this lower value.

The cost of goods for resale and consumables comprises the purchase price plus delivery costs.

The net realisable value of inventories is determined as the selling price less costs of completion and costs incurred to effect the sale, taking into account marketability, obsolescence and developments in the expected selling price.

Notes to the financial statements for the year ended 31 December 2017

1. Accounting policies (continued)

1.13 Receivables

Receivables are measured at amortised cost.

An impairment loss is recognised if there is objective evidence that a receivable is impaired. If there is objective evidence that an individual receivables is impaired, an impairment loss for that individual asset is recognised.

1.14 Prepayments

Prepayments comprise costs incurred concerning subsequent financial years.

1.15 Equity

Dividend

Proposed dividends are disclosed as a separate item under equity. Dividends are recognised as a liability at the date of declaration by the annual general meeting.

The expected dividend payment for the year is disclosed as a seperate item under equity.

1.16 Provisions

Provisions comprise expected expenses relating to guarantee commitments, reconstructions, etc. Provisions are recognised, when as a result of a past event, the company has a legal or constructive obligation and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation.

Provisions are measured at value in use.

Notes to the financial statements for the year ended 31 December 2017

1. Accounting policies (continued)

1.17 Corporation tax and deferred tax

Current tax liabilities and current tax receivables are recognised in the balance sheet as estimated tax on the taxable income of the year, adjusted for tax on the taxable income for previous years and tax paid on account.

Deferred tax is measured using the balance sheet liability method on all temporary differences between the carrying amount and the tax value of assets and liabilities measured on the planned use of the asset or settlement of the liability, respectively. However, deferred tax is not recognised on temporary differences relating to office buildings non-deductible for tax purposes and other items where temporary differences arise at the date of acquisition without affecting either profit/loss or taxable income.

Deferred tax assets, including the tax value of tax loss carryforwards, are recognised at the expected value of their utilisation within the foreseeable future; either as a set-off against tax on future income or as a set-off against deferred tax liabilities in the same legal tax entity. Any deferred net assets are measured at net realisable value.

Deferred tax is measured in accordance with the tax rules and at the tax rates applicable at the balance sheet date when the deferred tax is expected to crystallise as current tax. Changes in deferred tax as a result of changes in tax rates are recognised in the income statement or equity, respectively.

1.18 Liabilities other than provisions

Financial liabilities are recognised on the raising of the loan at the proceeds received net of transaction costs incurred. On subsequent recognition, the financial liabilities are measured at amortised cost, corresponding to the capitalised value, using the effective interest method. Accordingly, the difference between proceeds and the nominal value is recognised in the income statement over the term of the loan.

Other liabilities are measured at amortised cost, which usually corresponds to nominal value.

1.19 Foreign currency translation

On initial recognition, foreign currency transactions are translated applying the exchange rate at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and at the date of payment are recognised in the income statement as financial income or financial expenses.

Receivables and payables and other monetary items denominated in foreign currencies are translated at the exchange rates at the balance sheet date. The difference between the exchange rates at the balance sheet date and the date at which the receivable or payable arose or was recognised in the latest financial statements is recognised in the income statement as financial income or financial expenses.

Notes to the financial statements for the year ended 31 December 2017

1. Accounting policies (continued)

1.20 Financial highlights overview

Financial ratios are calculated in accordance with the Danish Society of Financial Analyst's guidelines on the calculation of financial rations "Recommendations Ratios".

Financial highlights are calculated as follows:

Return on assets Solvency ratio Return on equity Profit before financial income and expenses x 100 / Average total assets Equity at year end x 100 / Total assets Net profit for the year x 100 / Average equity

2. Employees

Staff costs were as follows:

	2017 DKK	· 2016 DKK
Wages and salaries	25,654,783	26,327,648
Social security costs	996,934	900,636
Pensions	2,145,322	2,514,920
Other staff costs	374,647	247,883
	29,171,686	29,991,087

The average monthly number of employees, including the Directors, during the year was as follows:

	2017	2016
	No.	No.
Average number of employees	66	65

The Company has not paid any remuneration to the Managing Director or the Board of Directors during the financial year.

Notes to the financial statements for the year ended 31 December 2017

3.	Financial income		
		2017 DKK	2016 DKK
	Financial income from group companies	-	1,039
	Other financial income	2,169,364	59,556
		2,169,364	60,595
4.	Financial expenses		
		2017 DKK	2016 DKK
	Financial expenses from group companies	118,949	114,296
	Other financial expenses	54,861	174,209
		173,810	288,505
5.	Tax on profit for the year		
		2017 DKK	2016 DKK
	Current tax for the year	384,801	3,760,196
	Deferred tax for the year	2,422,658	(1,102,692)
	Adjustment of current tax concerning previous years	-	323,497 (3,504,000)
	Transfer pricing tax refund	_	(3,504,000)
		2,807,459	(522,999)
6.	Proposed profit appropriation		
		2017 DKK	2016 DKK
	Proposed dividend for the year	8,000,000	8,800,000
	Retained earnings	4,007,024	3,726,343
		12,007,024	12,526,343

Notes to the financial statements for the year ended 31 December 2017

7. Intangible assets

mangibio accord	
	Goodwill DKK
Cost	
At 1 January 2017	7,270,000
At 31 December 2017	7,270,000
Amortisation	
At 1 January 2017	5,210,000
Charge for the year	727,000
At 31 December 2017	5,937,000
Carrying amount	
At 31 December 2017	1,333,000

Notes to the financial statements for the year ended 31 December 2017

8. Tangible fixed assets

Leasehold improvement s DKK	Operating equipment DKK	Assets under construction DKK	Total DKK
2,453,932	14,240,272	1,597,930	18,292,134
-	3,964,659	-	3,964,659
-	(116,158)	(1,597,930)	(1,714,088)
2,453,932	18,088,773	-	20,542,705
2,453,932	13,116,611		15,570,543
-	1,314,610	-	1,314,610
-	(108,893)	-	(108,893)
2,453,932	14,322,328		16,776,260
-	3,766,445	-	3,766,445
		2017	2016
			DKK 3,391,409
e statement		(2,422,658)	1,102,692
	improvement s DKK 2,453,932 2,453,932 2,453,932 2,453,932	improvement S DKK 2,453,932 14,240,272 - 3,964,659 - (116,158) 2,453,932 13,116,611 - 1,314,610 - (108,893) 2,453,932 14,322,328 - 3,766,445	improvement DKK Operating equipment DKK Assets under construction DKK 2,453,932 14,240,272 1,597,930 - 3,964,659 - - (116,158) (1,597,930) 2,453,932 18,088,773 - 2,453,932 13,116,611 - - (108,893) - 2,453,932 14,322,328 - - 3,766,445 -

10. Prepayments

9.

Prepayments comprise prepaid expenses regarding rent, insurance premiums and subscriptions.

Notes to the financial statements for the year ended 31 December 2017

11. Equity

The share capital consists of 4 shares of a nominal value of DKK 2,000 thousand. No shares carry any special rights.

There have been no changes in the share capital during the last 5 years.

12. Other provisions

	Warranty provision	2017 DKK 8,167,493	2016 DKK 7,827,716
	Onerous lease provision pertaining to the determination of the company's leasehold in Aarhus	-	7,980,954
	Other	251,056	-
		8,418,549	15,808,670
13.	Other payables		
	Accrued VAT payable	2017 DKK 13,218,191	2016 DKK 4,911,043
	Accrued wages, taxes and social security costs	9,067,923	9,895,938
	Other accrued costs	4,123,480	11,192,526
		26,409,594	25,999,507

14. Contingent assets, liabilities and other financial obligations

Contingent liabilities

The company has assumed contractual obligations, including leases and rent agreements, with a residual term of up to 48 months. The liability at 31 December 2017 totalled DKK 7.1 million, of which DKK 6 million falls due for payment in 2018.

The company has entered into multi-years sponsor agreements with several sporting associations and athletes. The total liability at 31 December 2017 totalled DKK 9 million, of which DKK 3.6 million falls due for payment in 2018.

The company has issued bank guarantees of DKK 0.4 million.

Notes to the financial statements for the year ended 31 December 2017

15. Related parties and ownership

. Controlling interest

adidas International B.V., Hoogoorddreed 9A, Amsterdam, Holland. adidas International B.V. holds the majority of contributed capital in the Company

Ownership

adidas Danmark A/S is part of the consolidated financial statements of the adidas Group. The consolidated financial statements can be requisitioned at http://www.adidas-group.com/

adidas Danmark A/S is part of the consolidated financial statements of the adidas Group, adidas AG, which is the largest and smallest group in which the Company is consolidated.

Related party transactions

According to Danish Financial Statements Act §98c (7) the Company has not disclosed transactions with related parties as these are carried out on an arm's length basis.