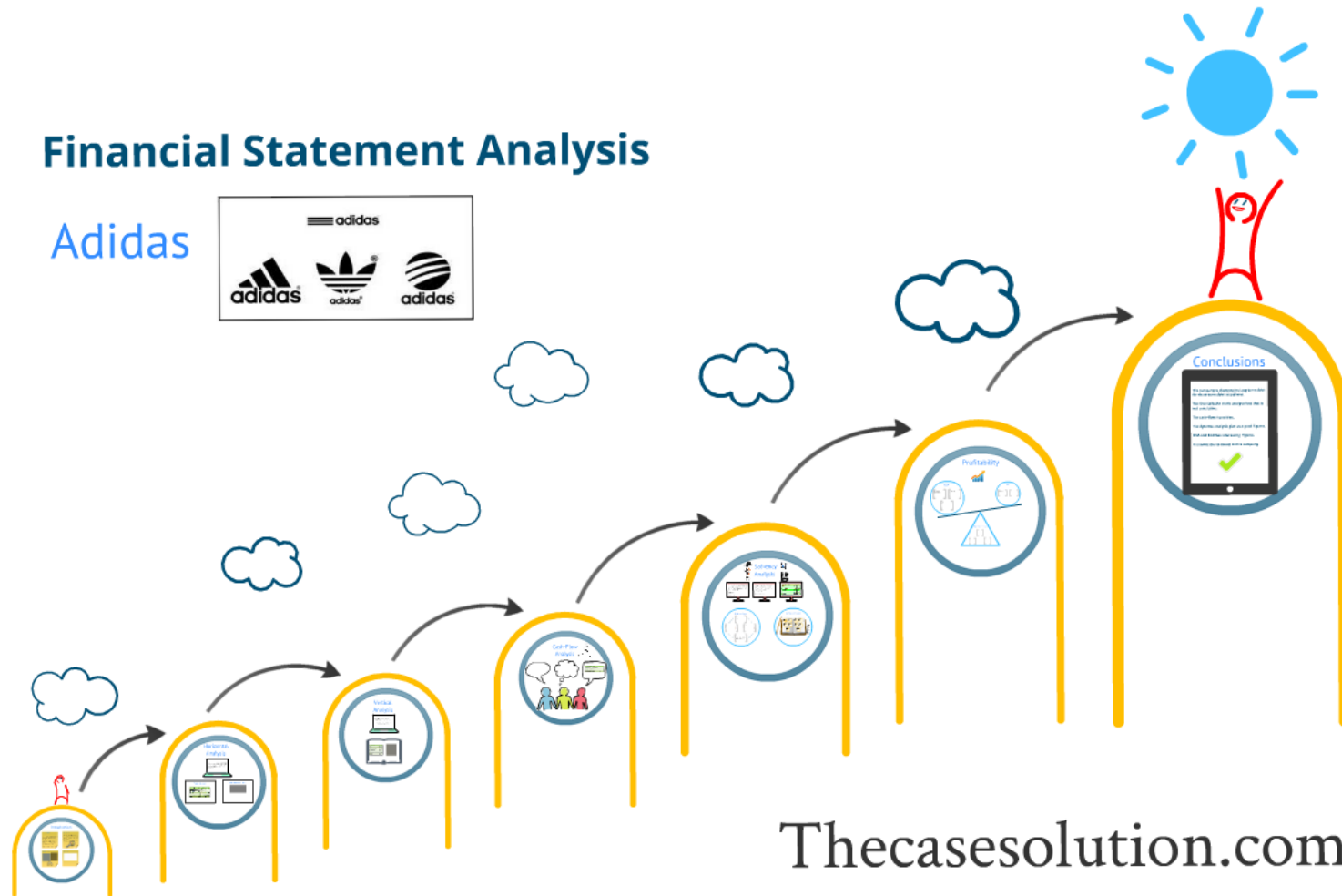


Financial Statement Analysis

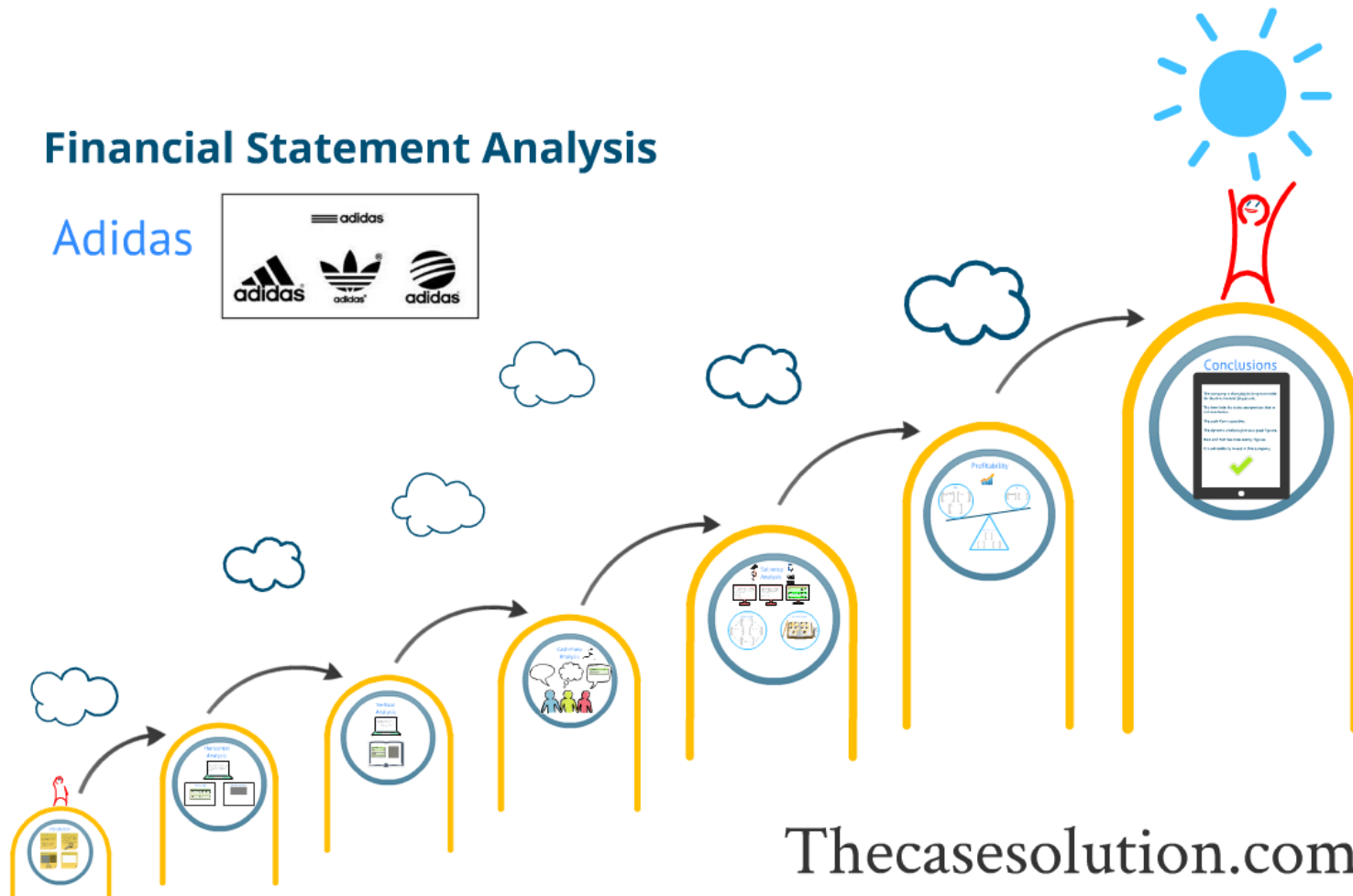
Adidas



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Financial Statement Analysis

Adidas



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Financial Statement Analysis

Adidas



Introduction

Company's history

Adidas is a German multinational corporation that design and manufacture sports clothing and accessories based in Herzogenaurach, Bavaria, Germany.

It is the holding company for the Adidas Group, which consists of the Reebok sportswear company, TaylorMade-Adidas golf company (including Ashworth), and Rockport.

Founded
1924 as Dassler Schuhfabrik by Adolf Dassler

Point of View

"Together we win" is the last slogan, Adidas defined "It takes passion, discipline and dedication to succeed, but above all it takes teamwork" "Our group, our employees, our innovations, our brands, connecting and resonating with people all over the world"

"Impossible is Nothing" is the most popular mainstream marketing slogan for Adidas.



Balance-Sheet

Adidas Group Balance Sheet (€ in millions)	2010	2011
Assets		
Non-current assets	1,000,000	1,000,000
Property, plant and equipment	1,000,000	1,000,000
Intangible assets	1,000,000	1,000,000
Financial assets	1,000,000	1,000,000
Other non-current assets	1,000,000	1,000,000
Current assets	1,000,000	1,000,000
Trade receivables	1,000,000	1,000,000
Inventory	1,000,000	1,000,000
Trade payables	1,000,000	1,000,000
Other current assets	1,000,000	1,000,000
Equity and liabilities		
Equity	1,000,000	1,000,000
Liabilities	1,000,000	1,000,000



Income Statement

Adidas Group Income Statement (€ in millions)	2010	2011
Revenue		
Net sales	11,000,000	11,000,000
Cost of sales	6,000,000	6,000,000
Gross profit	5,000,000	5,000,000
Royalty and commission income	100,000	100,000
Other operating income	100,000	100,000
Other operating expenses	1,000,000	1,000,000
Operating Profit	4,100,000	4,100,000
Financial income	100,000	100,000
Financial expenses	100,000	100,000
Income before taxes	4,100,000	4,100,000
Income taxes	100,000	100,000
Net income	4,000,000	4,000,000
Net income attributable to shareholders	4,000,000	4,000,000
Net income attributable to non-controlling interests	0,000,000	0,000,000

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Yohan Blake 2011 IAAF World 100m Champion



Dustin Johnson



Spain national football te

0m Champion

Dustin Johnson 2011 Barclays PGA Winner

