

Adidas

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Adidas AG (German pronunciation: [ˈadiˌdas]) is a German multinational corporation that designs and manufactures sports shoes, clothing and accessories. The company is 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), Rockport, and 9.1% of FC Bayern Munich. Besides sports footwear, Adidas also produces other products such as bags, shirts, watches, eyewear and other sports and clothing-related goods. Adidas is the largest sportswear manufacturer in Europe and the second biggest in the world, after Nike.^[3]

Adidas was founded on 18 August, 1949 by Adolf Dassler, following a family feud at the *Gebrüder Dassler Schuhfabrik* company between him and his older brother Rudolf.^[4] Rudolf had earlier established Puma, which quickly became the business rival of Adidas. Both the Adidas and Puma companies still remain based in Herzogenaurach, Germany to this day.

The company's clothing and shoe designs typically feature three parallel bars, and the same motif is incorporated into Adidas's current official logo.^{[5][6]} The company revenue for 2012 was listed at €14.88 billion.^[2]

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Type	Aktiengesellschaft
Traded as	FWB: ADS (http://www.boerse-frankfurt.de/en/equities/search/result?name_isin_wkn=ADS), OTCQX: ADDYY (http://www.otcmarkets.com/stock/ADDYY/quote)
Industry	Apparel, accessories
Founded	1924 as <i>Gebrüder Dassler Schuhfabrik</i> (registered on 18 August, 1949) ^[1]
Founder	Adolf Dassler
Headquarters	Herzogenaurach, Germany
Area served	Worldwide
Key people	Igor Landau (Chairman) Herbert Hainer (CEO)
Products	Footwear, sportswear, sports equipment, toiletries
Revenue	▲ €14.49 billion (2013) ^[2]
Operating income	▲ €1.202 billion (2013) ^[2]
Profit	▲ €787 million (2013) ^[2]
Total assets	▲ €11.59 billion (2013) ^[2]
Total equity	▲ €5.489 billion (2013) ^[2]
Number of employees	53,731 (2014) ^[2]
Subsidiaries	Reebok
Website	www.adidas-group.com (http://www.adidas-group.com/)