

The World Changed: We Stepped Up

2020 reshaped consumer behavior. While many brands struggled, We held steady.



2021

2020 --> 2021

Steady Growth Through Uncertainty

From January 2020 to December 2021, we achieved over \$1.02 B in total sales, delivering 3.8M orders placed with an operating profit of \$386.63 M.

This milestone reflects strategic agility and consumer loyalty in a turbulent market.



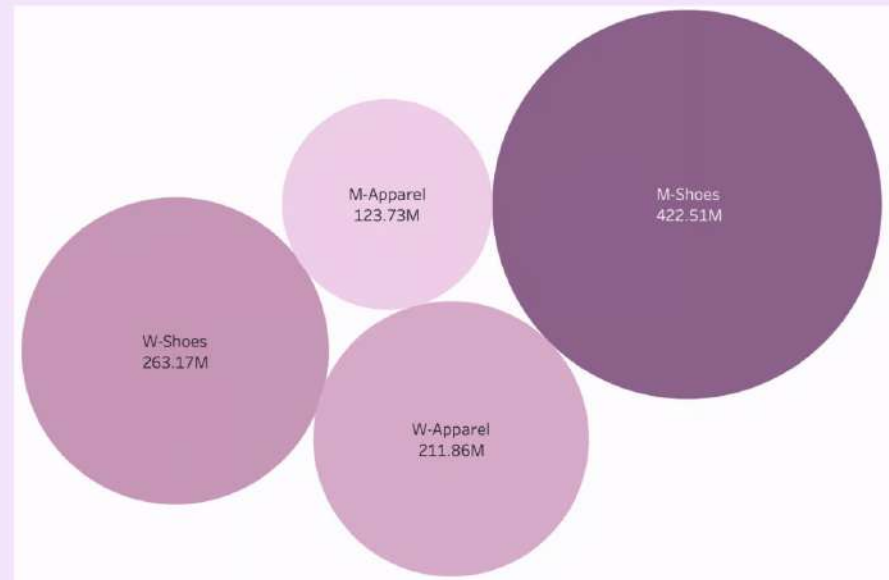
Footwear Leads The Way

Between 2020 and 2021, footwear generated over 65% total sales, making it the strongest performing category. Driven by innovation and iconic drops, it earned unmatched consumer loyalty.



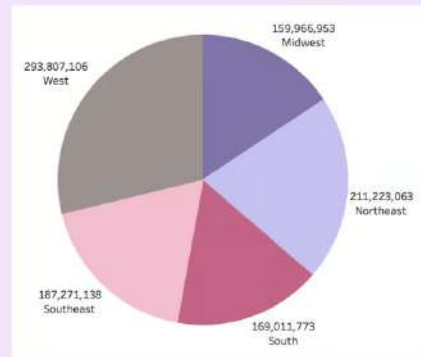
Category Performance Overview

Footwear consistently outperformed all other categories. New sneaker releases, athlete endorsements, and exclusive collaboration fueled this momentum.



Where the game was won

Regional Strength



In 2020–2021, the West region led our sales with over \$292M, driven by strong sneaker culture and activewear trends.

Contribution

West alone contributed **29%** of total U.S. sales.

Emerging regions like **Midwest** and **Southeast** showed accelerated growth, opening future expansion opportunities.



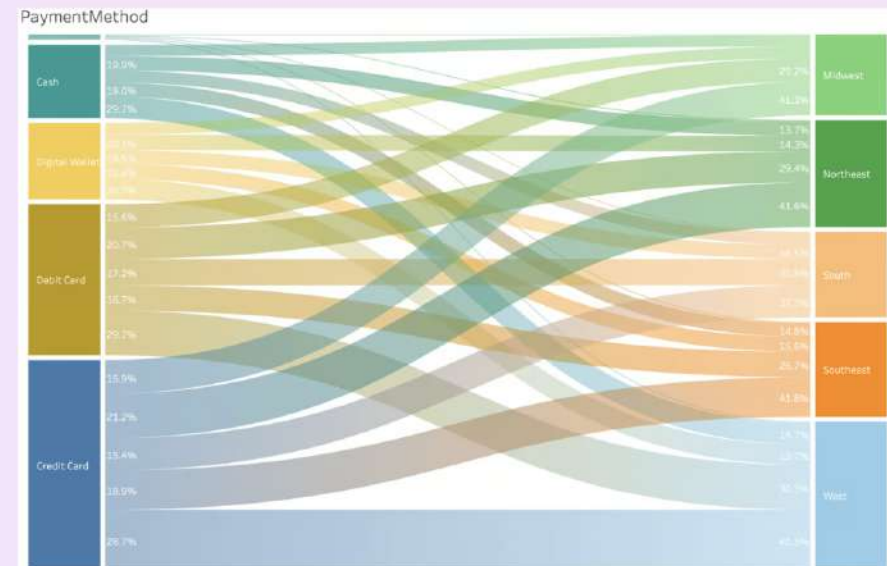
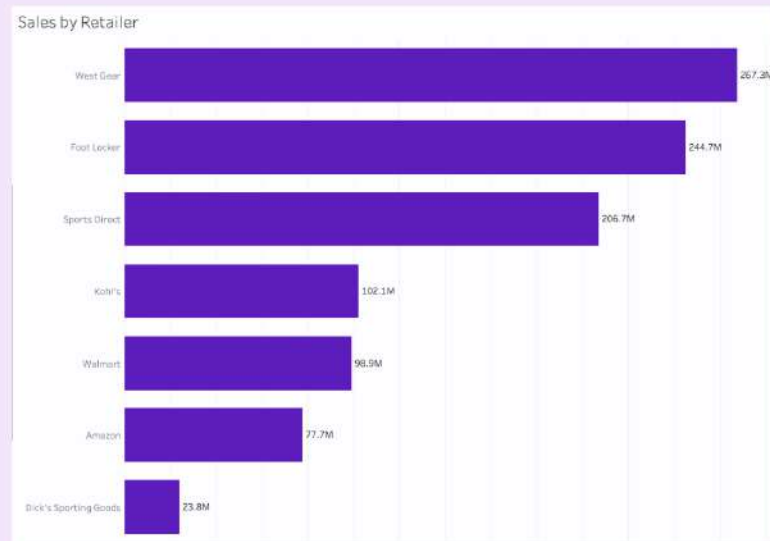
West	29%
Northeast	20%
Southeast	19%
Midwest	16%
South	16%

Expanding Retail & Channels

Retail partnerships played a pivotal role in growth strategy.

Top retailers like West Gear (\$267M), Foot Locker (\$244M), and Sports Direct (\$206M) contributed significantly to total sales.

Simultaneously, flexible payment strategy enabled greater customer convenience across all regions.

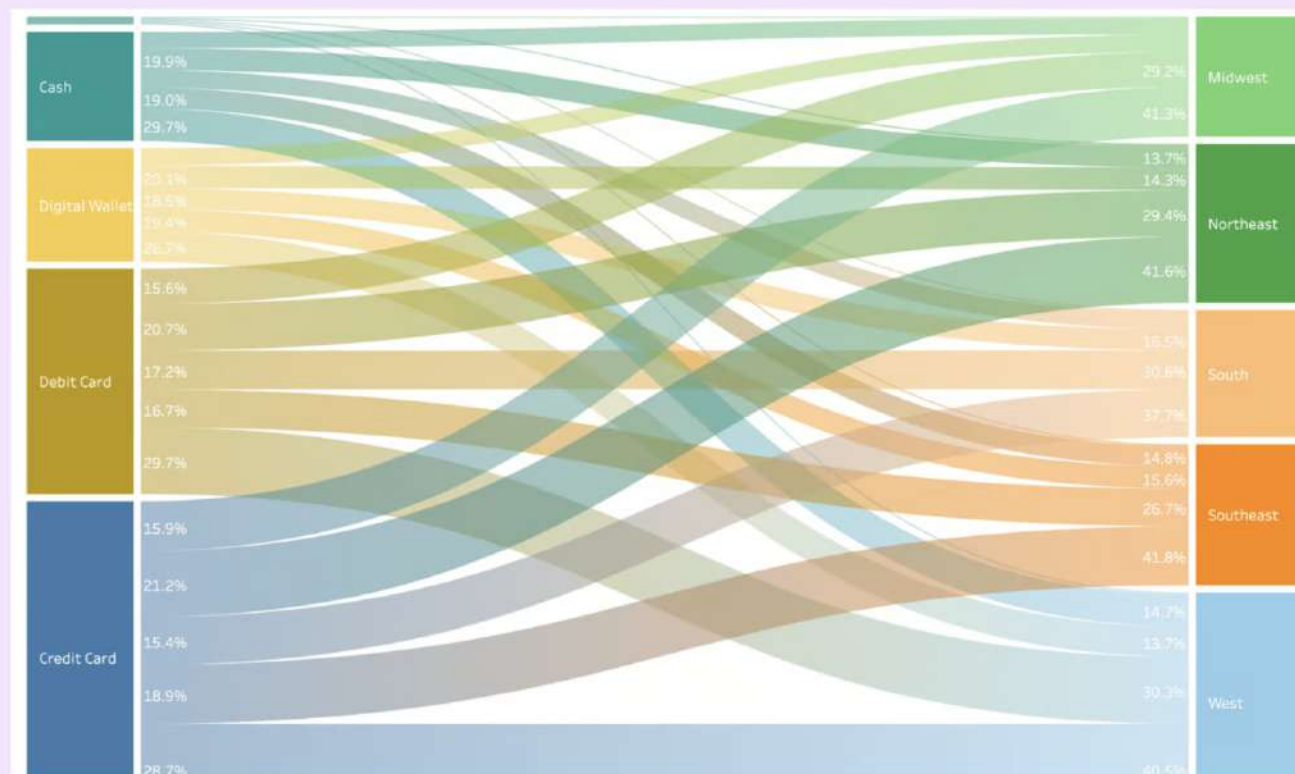


Customer Shopping Trends

Consumer behavior evolved significantly during 2020–2021.

While in-store purchases remained dominant, online and outlet channels gained momentum.

Payment preferences also shifted, with increased use of Digital Wallets alongside traditional Credit and Debit Cards, highlighting the rise of digital convenience.



Adidas Sales Highlights (2020–2021)

Total Sales	Orders Place	Operating Profit
1,021.3M	3.80M	386.63M

Key Takeaways

*Focus on **footwear innovation** and launches
Expand presence in high growth regions
Invest in customer loyalty and direct to
consumer strategies*