

adidas AG – Valuation

1/22/2026

Ticker	ADS
Company	adidas AG
Currency	EUR
Industry	Apparel - Footwear & Accessories

Description
adidas AG, together with its subsidiaries, designs, develops, distributes, and markets athletic and sports lifestyle products worldwide. It offers footwear; apparel; and accessories and gear, such as bags and balls under the adidas brand. It sells its products through approximately 2,200 own-retail stores; mono-branded franchise stores and shop-in-shops; and wholesale and its e-commerce channels. The company was formerly known as adidas-Salomon AG and changed its name to adidas AG in June 2006. adidas AG was founded in 1920 and is headquartered in Herzogenaurach, Germany.

Metric	EPS
EPS (ttm)	6.78
Book Value Per Share	32.86
Avg. 5Y Price Change	-8.00%
Cost of Equity	15.00%
Book Value Per Share Growth	0.00%
Earnings Per Share Growth	215.00%
Sales Per Share Growth	1.00%
Operating Cash Flow Per Share Growth	107.00%
Growth Rate	54.00%
Forecasted Growth	2026: 10.44 2027: 16.08 2028: 24.76 2029: 38.13 2030: 58.73 2031: 90.44
Discounted	2026: 9.08 2027: 12.16 2028: 16.28 2029: 21.80 2030: 29.20 2031: 39.10

Terminal Rate	4.00%
Last Close	152.40
Fair Value	497.28
Over/UnderValued %	-69.35%