



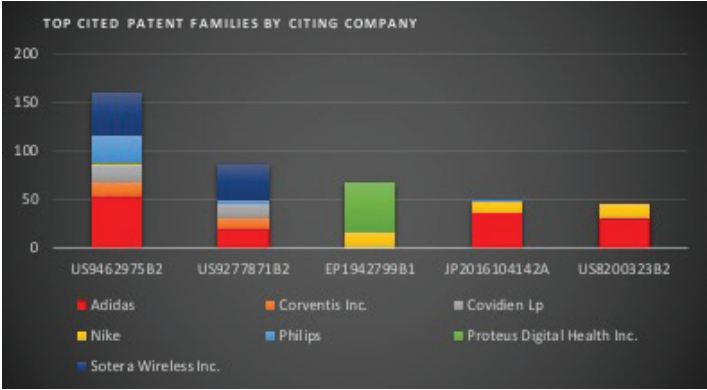
COMPANY OVERVIEW

Adidas designs and manufactures shoes, clothing, and sports accessories for the world market.

They are a publicly held company with a valuation of \$39.5 billion.

Adidas is a German multinational corporation.

It is the largest sportswear manufacturer in Europe and the second largest in the world.



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ANALYSIS:

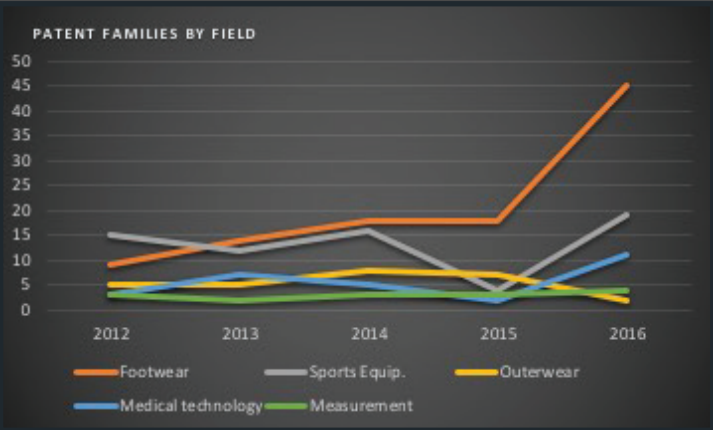
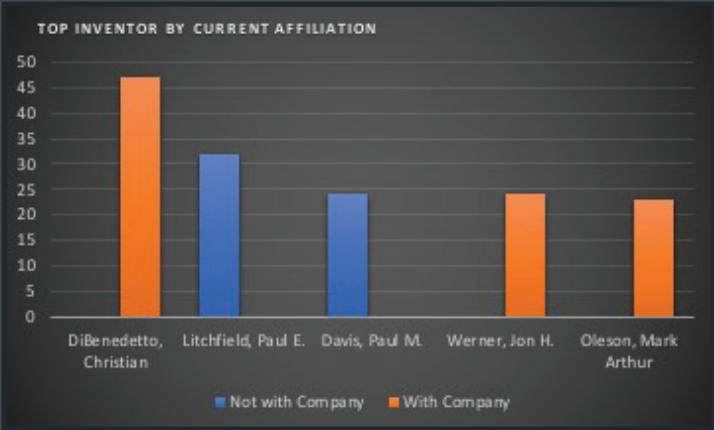
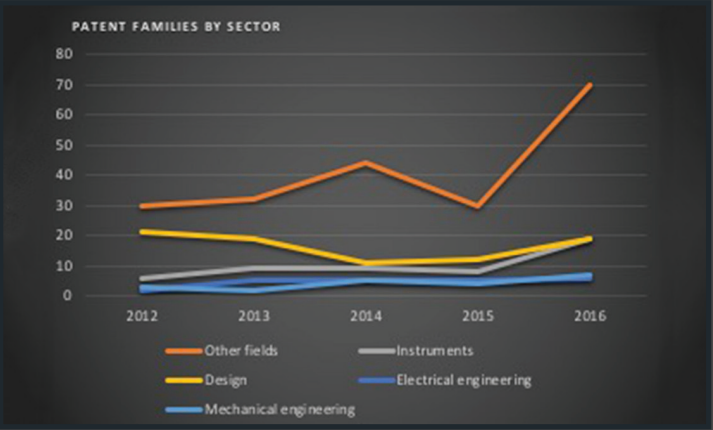
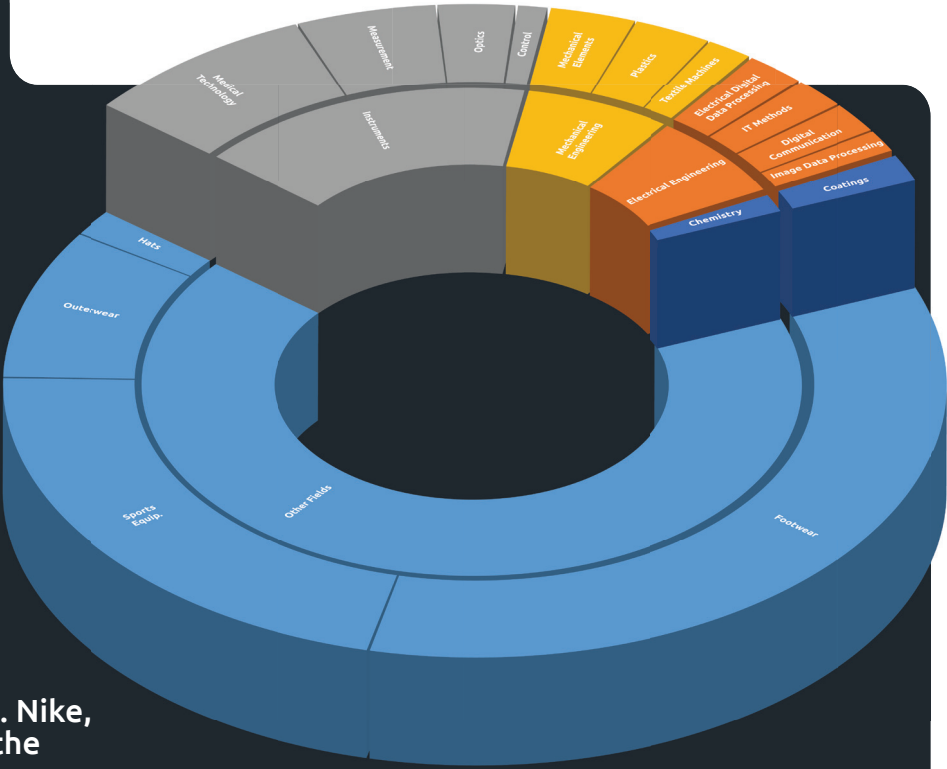
About 65% of their portfolio covers the products they sell while the remainder is focused on advanced manufacturing methods.

Most categories within their portfolio declined between 2014-15, but almost all of them grew substantially in 2016.

Footwear has always been the largest portion of the portfolio, but in 2016 it grew exponentially compared to the other areas.

Only three of the top inventors are presently with the company.

About 60% of the portfolio was grown organically. The remainder was mostly acquired from Reebok, and Sport Maska. Nike, and Proteus Digital Health have shown the most interest in their portfolio by citations.



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