Adidas (Xet) ADSX.DE | XETRA Exch | Apparel-Shoes & Rel Mfg | MktCap €41.87B Sales €21.61B | Shares 180M Float 155M | EPS Due in 6 Days (e)

499132840 adidas-group.com Herzogenaurach, GERMANY Inc 1924 MGMT owns --

EPS Rank 61

adidas AG engages in the design, distribution, and marketing of athletic and sporting lifestyle pro ducts. It operates through the following geographical segments: EMEA, North America, Greater China, Asia Pacific, Latin America, and Other Businesses. MORE

ANNUAL - DEC END	2015	2016	2017	2018	2019	2020	2021	2022	2023
EPS EUR	3.30	5.09	6.68	8.44	10.00	2.21	10.90	3.34	-0.42
CASH FLOW/SHR EUR	5.51	6.64	8.19	13.21	13.73	6.97	15.93	-3.60	14.03
PRETAX MARGIN %	6%	8%	10%	11%	11%	3%	9%	2%	0%
RETURN ON EQUITY %	12%	18%	22%	27%	29%	7%	21%	4%	-3%
SALES % CHANGE	16%	9%	15%	3%	8%	-22%	15%	6%	-5%
SALES (MIL) EUR	17K	18K	21K	22K	24K	18K	21K	23K	21K
WEEKLY	**May 31**	**Jun 7**	**Jun 14**	**Jun 21**	**Jun 28**	**Jul 5**	**Jul 12**	**Jul 19**	**Jul 24**
DATAGRAPH RATING	73	71	66	68	67	66	62	70	70
AVG DAILY VOL (000)	453	423	419	438	416	406	397	405	405
UP DOWN VOLUME	1.3	1.2	1.0	0.9	0.9	1.0	1.1	1.0	1.0
ACCUM/DIST RATING	12	12	-2	-22	-8	-17	16	28	29
RELATIVE STRENGTH	84	86	80	80	83	82	86	81	82
GROUP RANK	97	101	106	64	116	110	137	121	129

2024 Estimate	2025 Estimate
3.63 964%	7.45 105%
Earnings Growth Rate	**Sales Growth Rate**
2022-24 --	4%
2020-24 --	0%
COMP RATING 69	SMR RATING E
INV T/O 2.3x 41	

DEBT %	2021-23	63%	106%	98%
TAX RATE	2021-23	19%	35%	189%
BACKLOG	2021-23	--	--	--
R & D	0.70%	BK VAL 8.98x '23		
DIV EUR	0.70 (0.3%)	DIV GR RT -47% (52)		
BETA	1.12(20.00)	ALPHA 0.06 (0.03)		
2023 EMPLOYEES 59,030 (0%)				

-2% from Pivot in 2 Weeks

Europe Long +28.01% in 35.4 WKS

OH -3% LOG (Fixed) PRICE

The stock has been trading constructively post its Q2 earnings, settling near its short-term moving averages. It broke out of a stage-one six-week flat base and is trading 3% off highs. Immediate support is at its rising 10-DMA (-0.6% below)

Moderate EPS Rank

Fundamental profile is expected to improve, with strong upwardly revised earnings estimates for FY24 and FY25

Steady accumulation in the past three weeks, with a positive Acc/Dist Rating and Up/Down Volume ratio of 1

RS line is in a gradual uptrend, indicating outperformance. RS Rating of 82 and an Acc/Dist Rating of B+

317.45 253.20 264.15 265.60 306.70 259.40 306.80 252.05 170.08 93.40 188.60 154.64 198.80 160.20

1000 420 380 340 300 260 232.60 EUR -0.200 -0.09% 190 170 150 130 120 110 100 90 82 B+ 80 70 60 50 46 42 38 34

LOG VOLUME 5M 3M -53% 586.7K

FINANCIALS	Sep 19	Dec 19	Mar 20	Jun 20	Sep 20	Dec 20	Mar 21	Jun 21	Sep 21	Dec 21	Mar 22	Jun 22	Sep 22	Dec 22	Mar 23	Jun 23	Sep 23	Dec 23	Mar 24	Jun 24
EPS (EUR)	3.26	0.85				2.21	2.86	2.04	4.92	1.05	2.52	1.61	1.90	-2.87	-0.22	0.47	1.45	-2.12	0.95	0.98e
EPS % CHANGE	-1%	+57%									-12%	-21%	-61%	-373%	-109%	-71%	-24%	+26%	+532%	+109%e
SALES (MIL EUR)	6,410.0	5,838.0				18,435.0	5,268.0	5,077.0	5,752.0	5,137.0	5,302.0	5,596.0	6,408.0	5,205.0	5,274.0	5,343.0	5,999.0	4,811.0	5,458.0	5,782.9e
SALES % CHANGE	+9%	+12%									+1%	+10%	+11%	+1%	-1%	-5%	-6%	-8%	+3%	+8%e
MARGIN AFTER TAX	+10.1%	+2.9%				+2.3%	+10.6%	+7.8%	+16.7%	+3.9%	+9.1%	+5.3%	+5.4%	-9.8%	-0.7%	+1.6%	+4.3%	-7.9%	+3.1%	
EPS % SURPRISE	+3.8%	-2.8%				+2.7%	+32.9%	+22.4%	-4.9%	+98.0%	+11.3%	+6.3%	-87.6%	+3.2%	-63.8%	-301.7%	+55.4%	+29.1%	-13.9%	
FUNDS	2,336	2,375	2,565	2,424	2,469	2,547	2,646	2,661	2,738	2,696	2,721	2,732	2,487	2,305	2,226	2,164	2,256	2,286	2,236	2,260

P/E	307
2024 Est.:	64.1
2025 Est.:	31.2
5-yr High:	382
5-yr Low:	16
vs Ind. Avg:	20.6x