Adidas (Xet) ADSX.DE | XETRA Exch | Apparel-Shoes & Rel Mfg | MktCap €43.15B Sales €22.09B | Shares 180M Float 155M | EPS Due in 13 Days (e)

409132840
EPS Rank 79

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

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

2024 Estimate	2025 Estimate
3.56 948%	7.55 112%

Earnings Growth Rate	Sales Growth Rate
2022-24 --	2%
2020-24 --	9%

COMP RATING 67 SMR RATING E
INV T/O 2.3x 41

WEEKLY	Aug 23	Aug 30	Sep 6	Sep 13	Sep 20	Sep 27	Oct 4	Oct 11	Oct 15
DATAGRAPH RATING	67	75	68	65	69	73	74	73	74
AVG DAILY VOL (000)	398	383	353	363	370	364	373	351	348
UP DOWN VOLUME	1.1	1.5	1.2	1.1	1.0	1.2	1.1	1.3	1.5
ACCUM/DIST RATING	-6	16	9	-1	-11	11	5	2	6
RELATIVE STRENGTH	76	78	74	67	73	79	82	78	81
GROUP RANK	150	146	135	148	120	107	110	124	144

DEBT %	2021-23	63%	106%	98%
TAX RATE	2021-23	19%	35%	189%
BACKLOG	2021-23	--	--	--
R & D	0.70%	BK VAL 9.23x '23		
DIV EUR	0.70 (0.3%)	DIV GR RT -47% (52)		
BETA	1.08(22.00)	ALPHA 0.03 (0.02)		
2023 EMPLOYEES 59,030 (0%)				

+ 1% from Pivot in 4 Weeks

Europe Long +31.92% in 47.3 WKS

OH -2% LOG (Fixed) PRICE

The stock gained more than 2% in the past two sessions on good volume and is actionable 2% off highs. Support is at its 10-DMA (-2%), followed by its 21-DMA (-3%)

Decent EPS Rank

Strong EPS growth estimates for FY24 and FY25

Near-term technical profile indicates accumulation. Acc/Dist Rating and Up/Down Volume ratio improved in the past week

296.75 317.45 253.20 264.15 265.60 306.70 306.80 162.20 170.08 188.60 154.64 198.80 160.20 93.40

239.70 EUR
+6.10 +2.61%

81
B-

RS line has recently started to trend upward, with an RS Rating of 81 and an Acc/Dist Rating of B-

Yesterday, the company raised its revenue and profit guidance for the third time this year and reported strong preliminary results for Q3 FY24

LOG VOLUME 5M 3M 2M -2% 705.7K

FINANCIALS	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	Sep 24
EPS (EUR)	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	1.06	1.83e
EPS % CHANGE	+57%									-12%	-21%	-61%	-373%	-109%	-71%	-24%	+26%	+532%	+126%	+26%e
SALES (MIL EUR)	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	5,822.0	6,399.1e
SALES % CHANGE	+12%									+1%	+10%	+11%	+1%	-1%	-5%	-6%	-8%	+3%	+9%	+7%e
MARGIN AFTER TAX	+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%	+3.2%	
EPS % SURPRISE	-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%	+11.2%	
FUNDS	2,347	2,529	2,395	2,433	2,503	2,597	2,609	2,691	2,656	2,672	2,684	2,440	2,268	2,182	2,131	2,222	2,260	2,202	2,315	2,288

P/E	176
2024 Est.:	67.3
2025 Est.:	31.8
5-yr High:	382
5-yr Low:	16
vs Ind. Avg:	18.0x