Adidas (Xet) ADSX.DE | XETRA Exch | Apparel-Shoes & Rel Mfg | MktCap €43.79B Sales €22.53B | Shares 180M Float 167M | EPS Due 3/5/2025e

499132840
EPS Rank 74

adidas-group.com

Herzogenaurach, GERMANY Inc 1924

MGMT owns --

adidas AG engages in the design, distribution, and marketing of athletic and sporting lifestyle products. 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	**Nov 15**	**Nov 22**	**Nov 29**	**Dec 6**	**Dec 13**	**Dec 20**	**Dec 27**	**Jan 3**	**Jan 7**
DATAGRAPH RATING	64	58	63	72	72	75	74	73	76
AVG DAILY VOL (000)	422	424	418	425	425	442	436	405	404
UP DOWN VOLUME	1.0	1.0	1.2	1.3	1.4	1.4	1.4	1.3	1.5
ACCUM/DIST RATING	-12	-21	-2	13	16	6	6	7	13
RELATIVE STRENGTH	57	56	52	69	70	76	68	63	77
GROUP RANK	173	175	177	173	172	158	82	94	63

2024 Estimate	2025 Estimate
3.98 1048%	7.59 91%

Earnings Growth Rate	Sales Growth Rate
2022-24 --	1%
2020-24 --	1%

COMP RATING 78 SMR RATING D

INV T/O 2.3x 43

DEBT %	2021-23	63%	106%	98%
TAX RATE	2021-23	19%	35%	189%
BACKLOG	2021-23	--	--	--

R & D 0.70% BK VAL 9.34x '23

DIV EUR 0.70 (0.3%) DIV GR RT -47% (52)

BETA 1.13(25.00) ALPHA 0.04 (0.03)

2023 EMPLOYEES 59,030 (0%)

0% from Pivot in 5 Weeks

Europe Long +33.90% in 59.3 WKS

OH -1% LOG (Fixed) PRICE

The stock recovered from a recent pullback and made a new 52-week high. It is attempting to enter the pivot range of its stage-one cup base. Support is at 21-DMA (-3%), followed by 50-DMA (-6%)

Strong EPS growth estimates, with an upward revision

Sharp improvement in technical ratings over the last few weeks indicate growing demand for the stock and good money inflow. Improving Industry Group Rank reflects increasing investor interest

RS line is trending sideways, with an RS Rating of 77

243.30 EUR
+9.70 +4.15%

77
B-

LOG VOLUME

Increasing institutional sponsorship

4M
-6%
705.3K

FINANCIALS	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	Dec 24
EPS (EUR)				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	2.48	-0.49e
EPS % CHANGE									-12%	-21%	-61%	-373%	-109%	-71%	-24%	+26%	+532%	+126%	+71%	+77%e
SALES (MIL EUR)				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	6,438.0	5,355.5e
SALES % CHANGE									+1%	+10%	+11%	+1%	-1%	-5%	-6%	-8%	+3%	+9%	+7%	+11%e
EPS % SURPRISE				+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%	+33.9%	
MARGIN AFTER TAX				+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%	+6.9%	
FUNDS	2,511	2,380	2,414	2,482	2,570	2,587	2,665	2,627	2,638	2,650	2,412	2,241	2,158	2,110	2,201	2,236	2,177	2,316	2,352	2,356

P/E	101
2025 Est.:	32.1
2026 Est.:	
5-yr High:	382
5-yr Low:	16
vs Ind. Avg:	10.1x