

Dear B4Ukraine Coalition Team,

thank you very much for reaching out to us.

We appreciate the opportunity to provide the following context:

As announced, adidas has now almost completely discontinued its business activities in Russia, after we had already closed our stores, discontinued e-commerce and ended sponsoring activities immediately after the start of the war. This decision has not changed. Most of the leases for the former 300 or so adidas stores have been cancelled or expired, while some shops have been sublet.

In Ukraine, we currently operate 38 of our own shops and an online store "adidas.ua". We also have a long-standing supplier with three locations in western Ukraine. We have been very focused on supporting the wellbeing of our 655 employees in Ukraine and developing the business including the recently announced partnership with the Ukrainian Football Federation.

Best regards

ANJA GFALL

Director Stakeholder Engagement

Bjørn Gulden
Chief Executive Officer
Adidas AG
World of Sports
Adi-Dassler-Straße 1
91074 Herzogenaurach
Germany

B4Ukraine 

September 12, 2024

Dear Mr. Gulden and Adidas Leadership Team,

We write to you as [B4Ukraine](#), a coalition of Ukrainian and international civil society organizations working to curtail the financial resources enabling the Russian invasion of Ukraine.

We have written to you previously regarding [Adidas'](#) ongoing operations in Russia. The letter can be found [here](#). We have not received a response.

B4Ukraine, in collaboration with the Kyiv School of Economics, is planning to publish a report containing information regarding corporate financial contributions in Russia, including your company. We are writing to formally enquire whether the following information is correct:

- **Data on profit tax sourced from the Federal Tax Service of Russia shows that Adidas is one of the highest foreign contributors of profit taxes in Russia in 2023.**
- **In 2023, Adidas paid \$42 million in profit tax in Russia.**

Additionally, we would welcome your clarification on the following questions:

- **What was the company's total revenue in Russia for the year 2023?**
- **What was the total amount of tax the company paid in Russia in 2023?**

We would appreciate it if you could confirm the accuracy of this information or provide corrections if necessary, along with any supporting documents. Additionally, we would welcome any context or comments Adidas wishes to provide regarding these figures and its operations in Russia.

B4Ukraine maintains high standards of information verification before publishing. We are providing you with an opportunity to respond concerning the facts we wish to present. We will be awaiting a response from you by **September 26, 2024**. If we don't receive a response from you, we will indicate this in our publication.

Yours truly,

The B4Ukraine Coalition