

**adidas Makes Learning Football More Inclusive for Students Across China**  
*New Innovative Technology Charts a New Path for Football Development*

BEIJING, September 21, 2015 – adidas is charting a new pathway for Chinese football development with the launch of the new adidas school football curriculum app. The app developed by adidas using proven methods from adidas’ renowned international football coach Tom Byer is now available to download free of charge and incorporated into weekly football classes. The launch follows the recently announced three-year collaboration between the company and the Ministry of Education (MOE) to develop football training and physical education curriculum across China.

“As the leading football brand, the launch of our adidas football curriculum in schools across China is part of our longstanding commitment to accelerate sports development in the country. We believe the creation of this new technology provides continued opportunities for every athlete including students, trainers and avid football players to learn and improve their football skills,” said Colin Currie, Managing Director of adidas Group, Greater China. “We’ve had a strong track record in supporting grassroots sports in this market. By bringing football to the nation, we believe our collaboration with the MOE will further drive excitement for the sport and accelerate the development of football in China.”

The app is a training and development tool for students of all school levels to hone their skills and for physical education teachers to assess players’ progress. The app available free on iTunes and Android platforms focuses on a number of core skill movements needed to excel in the game. Users of different skill levels will learn key techniques to become a good football player, such as starting, stopping, changing directions, cutting and turning. In addition, it also offers video content to enrich the learning experience of students with slow motion and 3D functions to demonstrate fundamental football motions which can be slowed down or viewed from 360 degrees. “Football is a very technical sport and it’s crucial for young players to develop and learn good technical competencies. This curriculum is designed to support the MOE’s school football program and to encourage the development of players throughout China,” said Tom Byer, who has trained more than half a million children in Asia over the past 20 years.

At yesterday’s launch, Tom Byer and former national head coach Zhu Guanghu held an exclusive, tailor-made training workshop with 40 students at the Beijing Jinbu Primary School, one of the football specialty schools appointed by the MOE. The training component of the workshop introduced fundamental movement skills and football specific skills based upon the adidas curriculum. Parents, MOE officials and adidas’ senior management also shared this experience with the students by witnessing the workshop from the sidelines.

“As mobile technologies play an increasingly central role in the future of the sports, we are pleased to be implementing this app powered by adidas’ proven curriculum to make sports participation more inclusive and accessible through educational curriculum delivery,” said Wang Dengfeng, Director of the Physical, Health and Art Education Department under the Ministry of Education. “The launch of the football learning curriculum app specifically designed for the Chinese education system represents a significant contribution to our efforts to encourage the development of school football in the new information age. As popularity in football continues to grow, we are pleased to further our collaboration with adidas, a global leader in football, as a partner in our shared vision to develop football in China to its full potential.”

**Committed to football development in China**

Over the next three years, adidas will deliver dedicated programs targeting both young football players and trainers to support the long-term development of football in China. adidas' holistic, grassroots program consist of youth leagues, coaching training courses, player development programs and summer camps aims to build a strong football foundation at an early age. The model is structured around a development pathway beginning with an introduction to basic football skills, elite participation in football, through to life-long physical activity and involvement in football. In addition, adidas will also support a national summer camp initiative to foster interest and aptitude in football for more than 400 school students. adidas will provide education tools, coaching and products to the attending school children, complementing the country's football reform agenda

Under the State Council's general guidelines on football development, the Ministry of Education has executed a number of strategic initiatives to deepen reform and enhance structural capacities in the country's school football system. These initiatives include rapid expansion of football specialty schools, the creation of a strategic development pathway and greater integration of the four different developmental streams. According to the MOE's strategic framework, by year 2017, 20,000 primary and middle schools across the nation will be developed into football specialty schools with at least one mandatory football class every week as part of their physical education curriculum. In addition, 50,000 PE teachers will receive football training in the next five years. The MOE will provide ongoing coaching development to physical education (PE) teachers and advance skills training to school children at the national summer camps to ensure knowledgeable and quality coaches are accessible to athletes at the developmental age. 6,000 PE teachers from football specialty schools across the country and more than 400 school children will be trained each year, with curriculum delivery, coaching and product support provided by adidas.

#### **About the adidas Group**

The adidas Group is a leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands: adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 50,000 employees and generated sales of EUR 14.5 billion in 2014. In Greater China, the Group employs more than 3,000 people and generated sales of EUR 1.8 billion in 2014.

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