

What drives value up ...

March 8, 2017

Market Cap: € 35.5 billion

adidas AG (ADS-DE:XETRA)

*Data is delayed

+ WATCHLIST



Margins and Growth Comprise the Strongest Duo

The stock surged 7% after the Company reported "stunning" earnings. Adidas expected its 2017 gross margin to increase to 49.1 percent.

Also the US, a very challenging and key geographic market for the Company, started to pay off. The Company expected currency-neutral revenues to rise between 10 and 12 percent on average between 2015 and 2020, up from a previous target for a "high-single-digit rate".