

adidas Launches Online Retail Presence in Southeast Asia

Singapore, 04 June 2013 – Fans of adidas can now look forward to shopping for the latest gear anytime, anywhere with the launch of shop.adidas.com.sg – the brand's first eCommerce store in Southeast Asia, powered by SingPost eCommerce. The online store adds a new dimension to adidas' retail presence and distribution strategy here in Singapore.

shop.adidas.com.sg serves as an online storefront for a wide range of adidas products including exclusive specialty items which may not be available in the physical stores. Customers can browse product information and photos as well as shop for unique sizes without having to hop from store to store. Customers can also enjoy the convenience of dropping off return packages via post offices near them.

Following the launch in Singapore, adidas' eCommerce presence will also go 'live' in five other countries – Malaysia, Thailand, Philippines, Vietnam and Indonesia. This will be progressively rolled out during 2013.

Ralph Kotterer, adidas' Managing Director for Southeast Asia said, "eCommerce features prominently in adidas' global business plan Route 2015 as we continue to establish eCommerce as our third sales channel. It presents an exciting growth opportunity in Southeast Asia and complements our already strong retail presence here. We look forward to making adidas products more easily and conveniently accessible to customers, and are excited to work with a strong partner like SingPost to ensure we deliver a smooth and reliable consumer experience across the region."

shop.adidas.com.sg is managed through SingPost's end-to-end eCommerce solution – from technical platform building to new customer acquisition to digital marketing, shipping and customer care.

Marcelo Wessler, SingPost's Senior Vice President for eCommerce said: "We are very happy to partner with adidas to run their first eCommerce store in Southeast Asia. Our end to end eCommerce solution will truly offer adidas customers a great shopping experience."

Singapore customers can now shop online at shop.adidas.com.sg

- End -