

Company: adidas

Date: March 31, 2018

Re: Human rights concerns regarding sponsorship of the Israel Football Association

Fundamentally, adidas acts in a politically neutral way. We equip teams with sportswear, athletic footwear and equipment for one goal: to promote sports and to be associated with sports. adidas holds outfitting contracts with several national teams in the world, among others with the Israeli Football Association (IFA).

We do support and uphold human rights standards and norms and we have raised with FIFA the need for them to adjudicate on the question of the Israeli settlement teams, by following the tenets of international law and their human rights policy.