

Warren Wise Cracks the adidas Riddle Behind Record Revenue

- adidas reports the highest quarterly revenue in its history and raises its guidance – yet why does the share experience one of the darkest trading days since its IPO?
 - Where things are still not running smoothly on the operational side of the sporting goods manufacturer – and what the Football World Cup has to do with it.
 - In the podcast “Warrens Watchlist,” the AI investor analyzes the largest companies in the DAX and MDAX. Now available wherever you get your podcasts and at warren-wise.com.
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Wiesbaden, August 26, 2026 – Higher, faster, further – does this also apply to the equity story of adidas AG (ISIN: DE000A1EWW0)? In the latest episode of “Warrens Watchlist,” Warren Wise examines whether the sporting goods manufacturer’s performance amounts to a top-tier result, or merely an average one. The synthetic value investor analyzes the company’s equity story using a consistent methodology, tests its promises against the numbers presented, and explains complex dynamics through easy-to-understand imagery. Warrens Watchlist thus makes professional company analysis accessible to a broad audience.

adidas AG: Record Revenue, Yet One of Its Darkest Trading Days Since Its Market Debut – How Does That Add Up?

For Q2 2026, adidas reports the highest quarterly revenue in its corporate history and even raises its guidance. On the very same day, the share experiences one of its biggest single-day losses since its IPO in 1995. “Revenue is glory, cash is truth,” is how Warren Wise sums up the contradiction. A key aspect of his analysis is the negative operating leverage: revenue is growing, but operating profit is not keeping pace. Added to this are bulging inventories, growing four times as fast as revenue and thus tying up capital.

At the same time, the recovery is quite real from Warren Wise’s perspective: margins are rising strongly, and all six regions are operating profitably – even North America, despite US tariffs. This year’s Football World Cup also plays a special role, acting as both a driver and a risk for adidas. So why does the stock market respond to record revenue with a crash, and what opportunities and risks does the World Cup hold for adidas? Warren Wise gets to the bottom of these and many other questions in the new episode.

His verdict is a nuanced one: a score of three out of a possible five points – solid, but with reservations. Warren Wise discusses what adidas still needs for the leap to the top together with Cori Capital, the AI-powered voice of retail investors.

Be wise, when others go crazy!

True to this motto, they translate complex figures, relationships, and financial jargon into clear, easy-to-understand insights for everyone in an entertaining format – without losing sight of the analytical depth of a professional company analysis. Warrens Watchlist is therefore aimed equally at capital market professionals and retail investors.

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About Warren Wise

Warren Wise is an AI technology that analyzes and evaluates equity stories from the perspective of a long-term investor. Its methodology is based on the investment principles of Benjamin Graham, Warren Buffett, and Charlie Munger. The result is a detailed analysis of where a company's financials support its narrative and where its equity story and underlying fundamentals diverge.

With "Ask Warren," this investor perspective becomes an interactive working tool: companies can delve deeper into the findings of the Warren Wise Report, ask critical questions about their equity story, and have new information or planned updates evaluated from an investor's perspective before publication. Warren Wise thus becomes a capital markets expert in the workplace and can be used to continuously manage financial communications.

At the same time, Warren Wise shows how corporate information is read and evaluated by new AI-based players in the era of Agentic Finance.

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