



adidas®

# **INVESTOR DAY 2005**

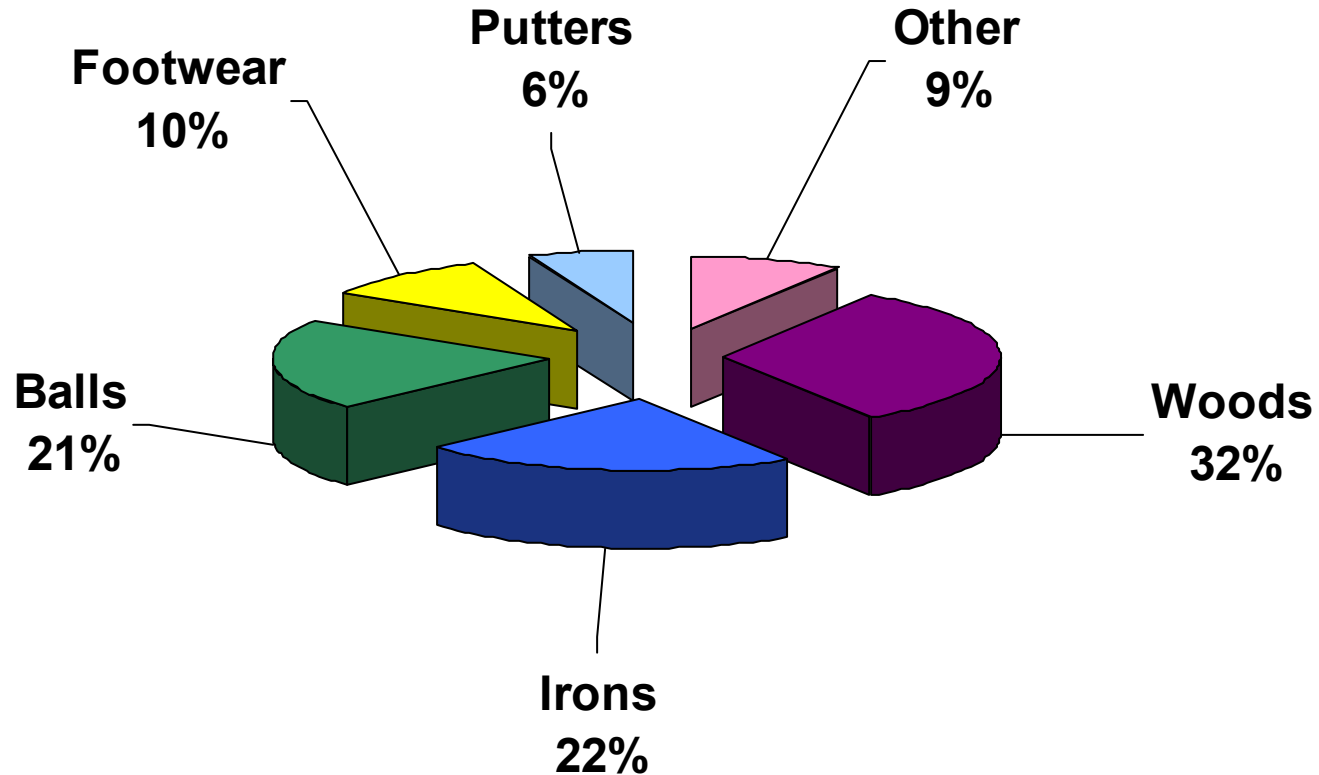
**Strategy TaylorMade-adidas Golf**

**Mark King**

**President & CEO TaylorMade-adidas Golf**

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# Global Golf Market Opportunity: \$5.6 billion





# TMaG Strategy for Growth

#1 - Best performing products

#2 - Dominate pyramid of influence

#3 - Global reach

#4 - Transfer the metalwood formula of success



# I AM A GOLFER



# Dominate in Metalwoods

- Relentless innovation and launch of new drivers
- Launch a full line of new fairway woods
- Continued dominance on PGA tour



# Capture Market Share in Irons

- Launch Inverted Cone Technology in irons
- Rename irons to leverage the r7 franchise and success in drivers
- Dedicate more marketing money through advertising, POS and trial





## Growth in Golf Balls

- Rebuild the supply chain with a strong base in China
- Launch new products in all categories
- Launch TaylorMade Ball in urethane category
- Tour support for TaylorMade ball
- Improve green grass distribution

# Footwear Offensive

- Expansion of adidas Golf footwear
- Focus on technology innovations, design, comfort and value
- Expand menu of spikeless models
- Leverage 'Tour' looks at value price points

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TaylorMade – adidas Golf Company

**The Best Performance Golf Brands in the World**

**THANK YOU !**