

Investor Day – Wednesday, March 25, 2015

Address adidas Group HQ: adidas World of Sports, Adi-Dassler-Straße 1, 91074 Herzogenaurach

Address adidas NEO store: Breite Gasse 46, 90402 Nuremberg

Address adidas Sport Performance store: Karolinenstraße 47, 90402 Nuremberg

Time		Activity
	- 03:00pm	<i>Arrival and check-in at Novina Hotel / HerzogsPark Hotel</i>
03:15pm		<i>Meeting point: HerzogsPark Hotel parking area and bus transfer to Novina Hotel</i>
03:25pm		<i>Meeting point: Novina Hotel lobby</i>
03:30pm		<i>Departure from Novina Hotel and bus transfer to Nuremberg</i>
04:30pm		adidas NEO store visit
05:00pm		adidas Sport Performance store visit
05:30pm		<i>Departure Nuremberg and bus transfer to adidas World of Sports, Herzogenaurach</i>
06:30pm		Welcome drinks at adidas World of Sports restaurant Stripes
		Update on Russia/CIS (Martin Shankland)
	- 10:30pm	Dinner with guest speakers, hosted by Robin J. Stalker
		<i>Shuttles to HerzogsPark Hotel / 5 minute walk to Novina Hotel</i>

Investor Day – Thursday, March 26, 2015

Address adidas Group HQ: adidas World of Sports, Adi-Dassler-Straße 1, 91074 Herzogenaurach

Time		Activity
07:25am		<i>Meeting point: HerzogsPark Hotel parking area and transfer to adidas World of Sports main entrance</i>
07:30am		<i>Meeting point: Novina Hotel lobby and 5 minute walk to adidas World of Sports</i>
08:00am		Investor Day opening (start of webcast)
		adidas Group
		Global Brands
		Reebok
10:30am		Coffee break (15 minute webcast break)
		Global Sales
		Q&A session
12:30pm	02:00pm	Lunch (webcast break)
		North America
		Western Europe
		Q&A session
04:00pm		Coffee break (15 minute webcast break)
		TaylorMade-adidas Golf
		Finance
		Q&A session
05:45pm		Closing remarks and end of webcast
06:00pm		End of event <i>Bus transfers to Nuremberg train station and airport</i>