



# INVESTOR DAY 2007

TaylorMade-adidas Golf Strategic Initiatives 2008  
And Beyond

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President and CEO of TaylorMade-adidas Golf

## 2007 HIGHLIGHTS

- Burner Driver - #1 Driver in Golf
  - Best-selling driver in marketplace
  - Most played driver on Tour
- r7 SuperQuad
  - 1st ever 460cc driver with 4 movable weight ports
  - #2 selling driver in marketplace
  - Successful extension of r7 family
- Metalwood market share remains #1 and has grown to highest level since March 2005



## 2007 HIGHLIGHTS

- Irons business sales continue to rise and currently own highest market share in company history
- Rossa putters gain major recognition with Tour validation
  - Sergio Garcia Corzina belly putter at The Open Championship
  - 10 Tour wins in 2007



## 2007 HIGHLIGHTS

- adidas Golf footwear
  - Highest market share in company history
  - Tour360 II and POWERBAND models take technology to new level in footwear
- adidas Golf apparel is clear leader in industry for performance material
  - ClimaCool products earn rave reviews from media and consumers
  - #1 apparel brand on Tour



# THE BEST PERFORMANCE GOLF BRAND IN THE WORLD

- All products created with elite performance enhancement at core
- People who are highly motivated, developed, collaborative
- Commitment to service, accurate information, “It’s Everyone Always”



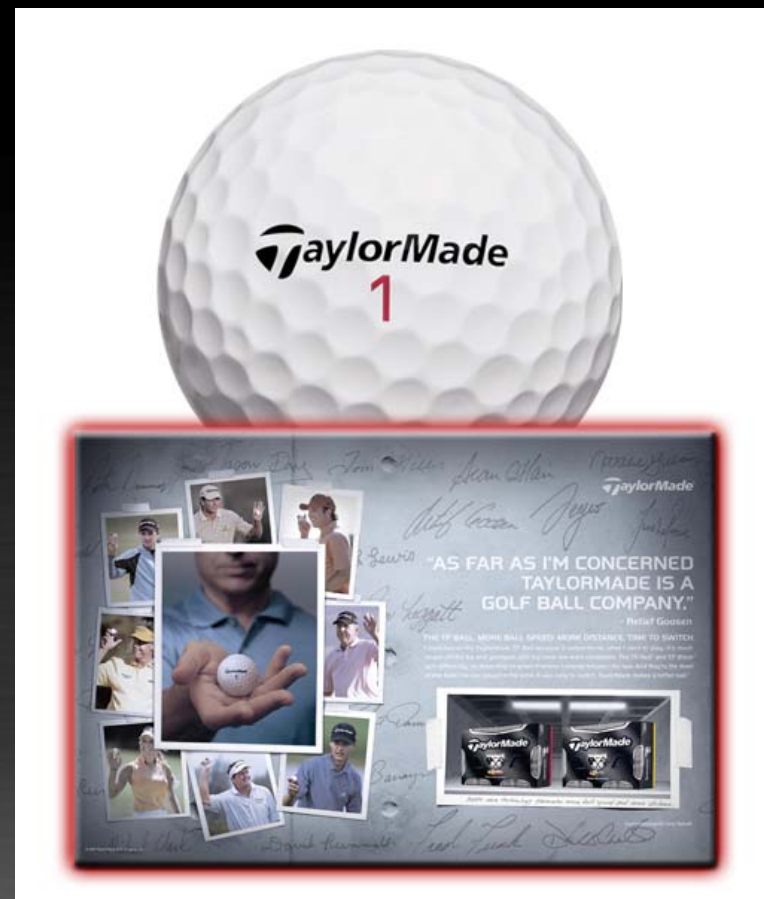
# CONTINUE METALWOOD LEADERSHIP & INNOVATION

- Committed to being #1 in category that we were founded on
- Innovation team charged with maintaining leadership in technological advances
- Enhance position as leader in metalwood sales, Tour usage and innovation
- 36 Tour wins using TaylorMade drivers in 2007, more than any other manufacturer



# TAKE GOLF BALL BUSINESS TO NEW LEVEL

- Create separate golf ball division with increased resources
- New enhanced TaylorMade presence into segment for future product lines
- Creating best performance product for long-term, sustained success
- Fastest-growing ball on Tour with 11 Tour wins in 2007





# MAXIMIZE ADIDAS GOLF GROWTH

- Industry leader who first brought performance technology into footwear & apparel
- Footwear gains #1 position in Japan (first time ever for a non-Japanese company)
- Utilize adidas HQ resources to carry over elite products to golf





# GO TO MARKET EXECUTION/MARKETING EXCELLENCE

- Flawless execution in launching product to marketplace
- Improved marketing to public audiences
- Management of products in marketplace (POS, display, retail flow)
- Life Cycle Management



## DISTRIBUTION

- Focused efforts in the strategic accounts channel
- Increase the amount of accounts among smaller retailers and on-course golf shops
- #1 seller with our key and strategic accounts in irons, metalwoods, footwear, apparel

# THE BEST PERFORMANCE GOLF COMPANY IN THE WORLD



**#1**  
DRIVER  
IN GOLF  
TaylorMade

## #1 IS THE SWEETEST NUMBER.

Natalie Gulbis captures win #1 on Tour.

With Burner™ in hand and the TP Black™ ball attacking from the air, Natalie grinded out her first win at the Evian Masters. After 148 events, she stepped into the spotlight and handled the pressure like a true veteran. This marks the 8th worldwide win for the TaylorMade Burner Driver and the 15th for the TaylorMade TP Ball.

Congratulations, Natalie. Here's to #1 and counting.

TaylorMade

# Questions & Answers