

Welcome to the 6th adidas Investor Day – October 12, 2005

Agenda

Morning session

- 09:00 Natalie Knight, Vice President Investor Relations
Welcome to the 6th adidas Annual Investor Day
- 09:15 Herbert Hainer, Chairman & CEO
Presentation Group Strategy
- 09:45 Erich Stamminger, Executive Board Member, Responsible for Global
Marketing
Presentation adidas Strategy
- 10:30 Coffee Break
- 10:45 Mark King, President & CEO, TaylorMade-adidas Golf
Presentation TaylorMade-adidas Golf Strategy
- 11:10 Herbert Hainer, Erich Stamminger, Mark King, Natalie Knight
Question & Answers Session
- 12:00 Lunch Break

Afternoon session

- 13:30 Roland Auschel, Head of adidas, Region Europe
Presentation Strategy Europe*
- 14:05 Erich Stamminger, President & CEO adidas America
Presentation Strategy North America*
- 14:40 Christophe Bézu, Head of adidas, Region Asia
Presentation Strategy Asia*
- 15:15 Charlie Maurath, Head of adidas, Region Latin America
Presentation Strategy Latin America
- 16:00 End of the Event

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- afterwards Shuttle service to Nuremberg train station and to Nuremberg airport will be available.

*) Presentations of approx. 20 minutes presentation with approx. 15 minutes Q&A session