

IR Tutorial Workshop



IR Tutorial Workshop – Monday, July 18, 2016

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

Time		Activity
12:30	13:30	OPTIONAL: lunch at adidas Group HQ
13:30		OPENING Sebastian Steffen (VP Investor Relations)
13:45		OPEN SOURCE James Carnes (VP Brand Strategy Creation)
	14:30	Q&A
14:30		KEY CITIES Christopher Williams (VP Commercial Strategy & Operations)
	15:15	Q&A
15:15	15:45	Coffee break (30-minute webcast break)
15:45		SPEED Franck Denglos (VP Speed, Global Operations)
		TECHNOLOGY INNOVATION Gerd Manz (VP Technology Innovation)
	17:00	Q&A session
	17:15	End of event