



CREATING THE NEW

2nd IR Tutorial Workshop – Wednesday, December 9, 2015

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

Time		Activity
13:30		SOURCING STRATEGY Presentation John McNamara (SVP Global Sourcing)
	14:30	Q&A session
14:30	15:00	Coffee break (30-minute webcast break)
15:00	15:30	HEDGING ACTIVITY Presentation Michel Bekkers (Group Treasurer)
15:30	16:00	BRAND/MARKET INITIATIVES Presentation Joerg Doering (SVP Brand & Sales Finance)
16:00	16:30	Coffee break (30-minute webcast break)
16:30		GROUP INITIATIVES Presentation Robin J. Stalker (CFO)
	17:30	Q&A session
17:30		End of event