



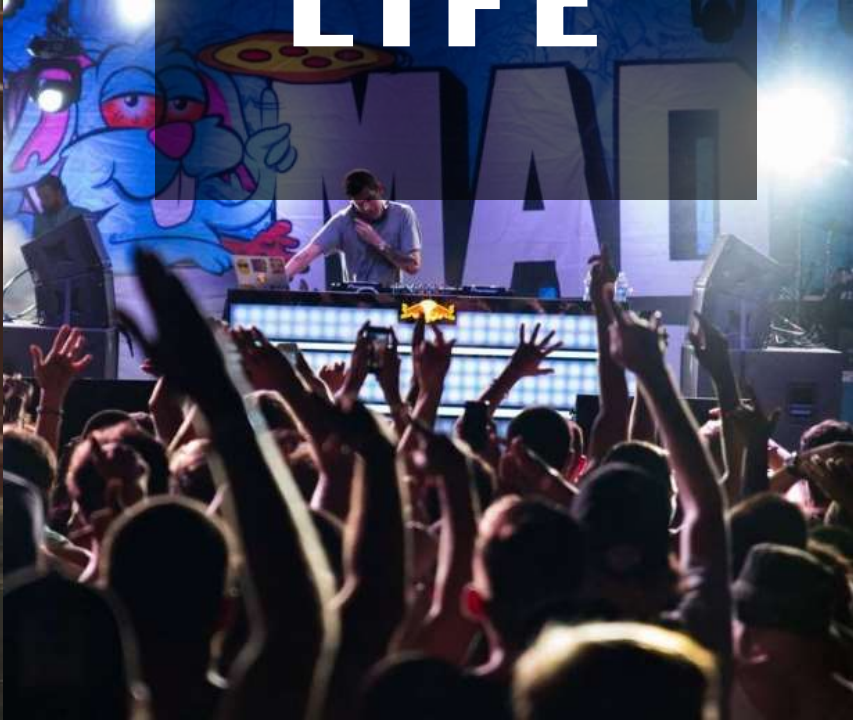
Paul Pi
Managing Director, adidas Hong Kong & Taiwan



GAME



LIFE

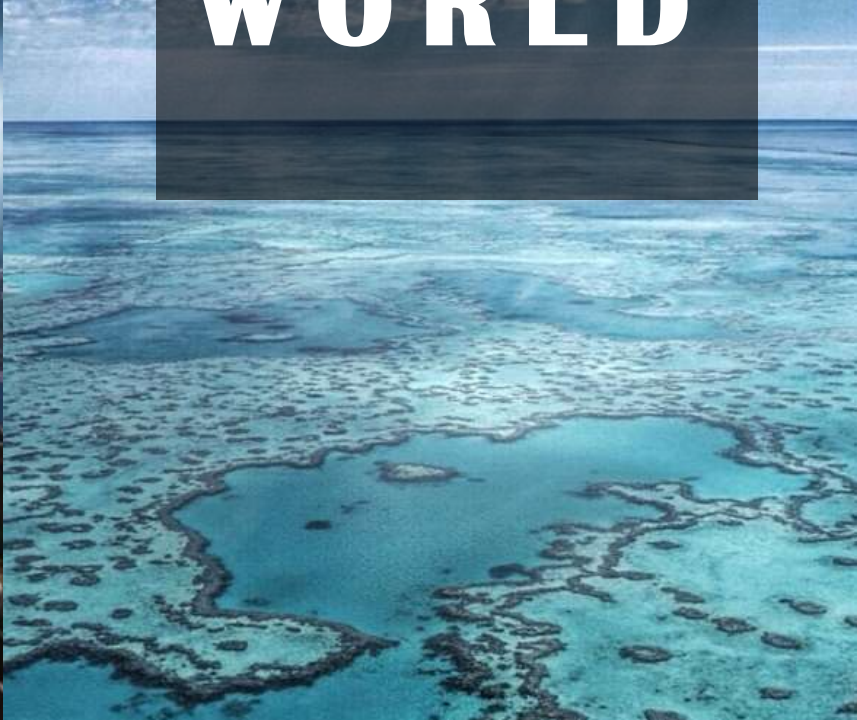


adidas
PARLEY
**RUN
OCEAN**

香港科學園高錕會議中心
CHARLES K. KAO AUDITORIUM

10 JUNE
9:00AM - 12:00 PM

WORLD

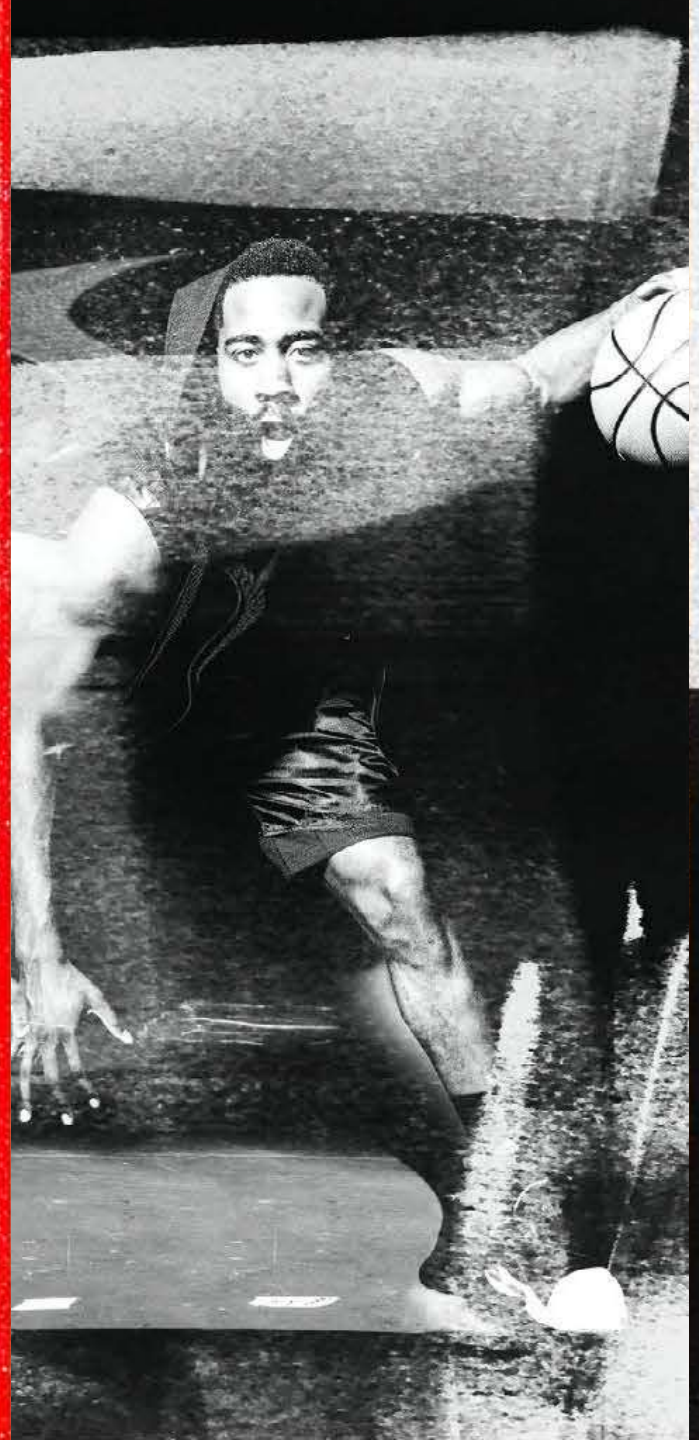




**MAXIMIZE
THE BRAND AND
BUSINESS OPPORTUNITY**



EMAG





CONSUMER OBSESSED



PRODUCT INNOVATION





RETAIL EXCELLENCE





CONSUMER JOURNEY AT RETAIL





CREATE CONSUMER DEMAND





adidas

SPORTS BASE

WELCOME TO
SPORTS
BASE
8.1P-10.1P

HERE TO CREATE

adidas
SPORTS
BASE
2017

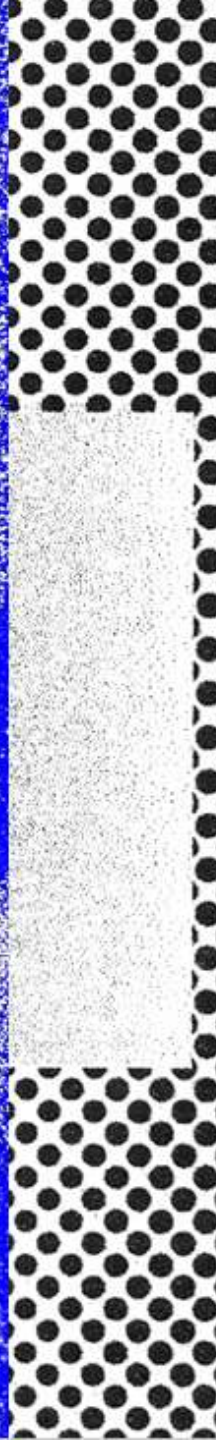
HKT

SPORTS BASE
CONSUMER
ENGAGEMENT

#HERE
TO
SP

adidas

adidas
SPORTS BASE
32
27





THROUGH SPORT,
WE HAVE THE POWER
TO

EVERYTHING WE DO
COMES FROM SPORT





CONSUMER JOURNEY AT RETAIL





CREATE CONSUMER DEMAND



LUHAN

DESCRIZIONE DELLA LINEA
DESCRIZIONE DELLA LINEA
DESCRIZIONE DELLA LINEA
DESCRIZIONE DELLA LINEA
DESCRIZIONE DELLA LINEA
DESCRIZIONE DELLA LINEA





CONSUMER ENGAGEMENT





DRÖW



OUR CORE BELIEF

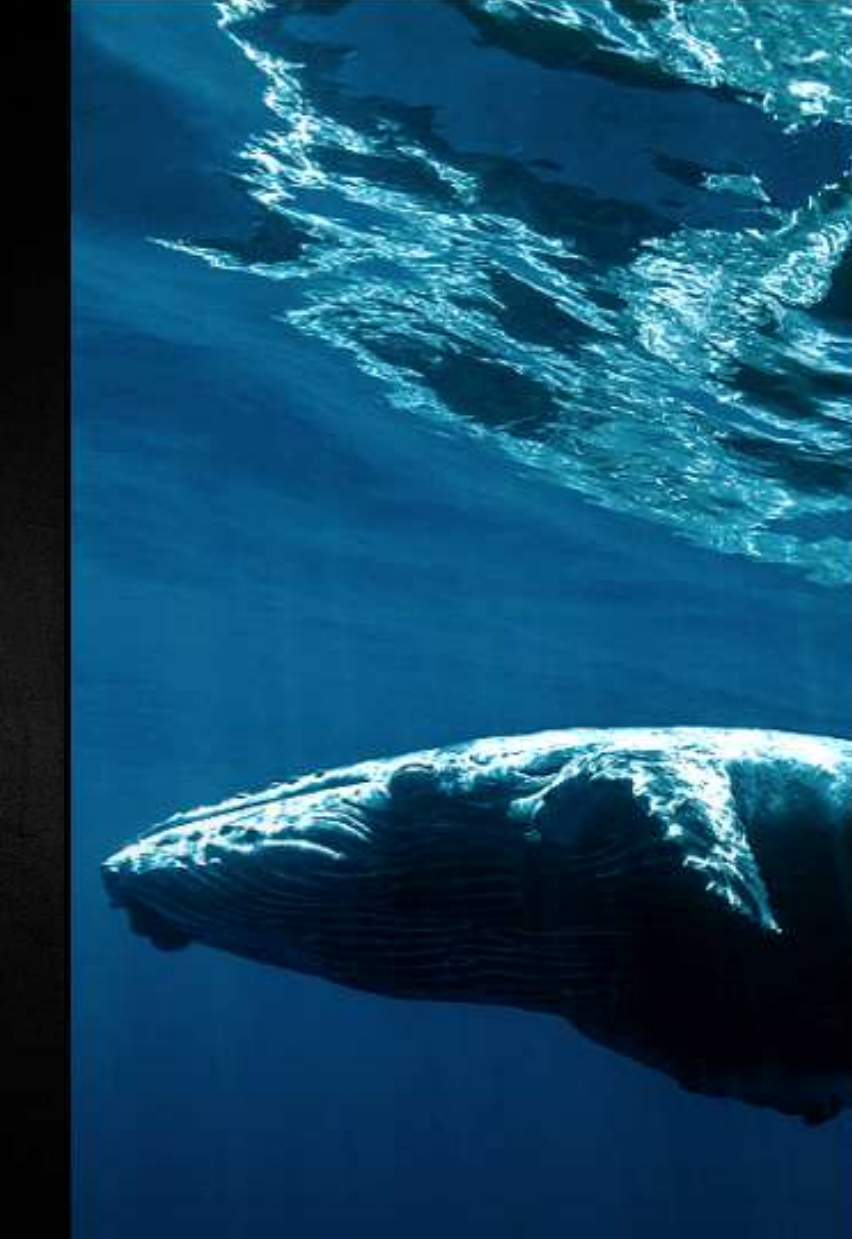
T H R O U G H
S P O R T,
W E H A V E T H E
P O W E R
T O C H A N G E
L I V E S.



PLANET

A hand is shown holding a pair of Adidas Ultra Boost sneakers. The sneakers are primarily grey with a white, textured sole. The word "ultra boost" is visible on the heel of the shoe. The background is split horizontally: the top half shows a bright, cloudy sky, and the bottom half is a dark, textured surface. The word "PLANET" is overlaid in large, red, semi-transparent letters across the top half of the image.

SPORTS STORIES
THAT CELEBRATE ADIDAS
INNOVATION
AND SUSTAINABILITY



**SUSTAINABILIT
Y**



**COMMUNITIE
S**



EMPLOYEES





adidas

PARLEY

RUN FOR THE OCEANS

香港科學園高錕會議中心廣場 (金蛋)

CHARLES K. KAO AUDITORIUM (GOLDEN EGG)

10 JUNE 2018

8:00AM - 12:00 PM





THANK YOU