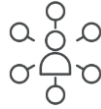


PERSONALIZE ADIDAS' NEXT GENERATION SHOPPING EXPERIENCE



Brand dedication

Customer retention
and trust



Omni-channel experience

Integrate digital and
in-store shopping



Machine learning

Give
recommendations
and excel customer
satisfaction



Smart products

Digitalize the
customer
experience



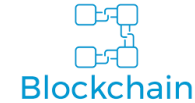
Loyalty programs

Reward customers
who love the brand



Data gathering

Increase customer
understanding



Supply chain

Track origin, history
and ownership

