



For over twenty years, TaylorMade and adidas Golf have been together under one roof, operating as “TaylorMade-adidas Golf Canada.” As you probably know, adidas AG has officially sold TaylorMade. Both brands will continue to do business, but with one key difference – they will do so separately under two different companies effective October 4nd 2017. As a result of the divestiture, adidas Golf will remain part of adidas Canada as a stand-alone business unit, with global direction remaining in Carlsbad, CA, and the local Canadian direction remaining in Woodbridge, Ontario. Over the past six months, adidas Golf has been building a new organization within Canada under the leadership of General Manager, Lesley Hawkins. To drive accelerated growth in Canada, a robust organization has been built with leadership from Jeff Feltrin, Director of Sales, Nadine Santarossa, Strategic/Corporate Sales Manager, Nick Yuen, Sales and Operations Manager, Casey Lennon, Brand Activation Manager, and Lisa Scime, Merchandising Manager. In the sales field, adidas Golf will be represented by an expanded sales force that will be solely dedicated to the growth of the brand across multiple channels. 2017 has been another tremendous year of growth for adidas Golf. Our Tour athletes continue to win, including World #1 Player Dustin Johnson, 2017 Masters Champion Sergio Garcia, two-time PGA Tour winner Jon Rahm, and Rookie Of The Year, Xander Schauffele. Our products are resonating with consumers with industry-leading performance from TOUR360 footwear, the Ultimate bottoms franchise, and our Women’s Rangewear category. With the new structure and completely dedicated team, adidas Golf will continue to service the Canadian marketplace with industry-leading products and service.

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### **About TaylorMade Golf Company**

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

### **About the adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



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