

adidas Group launches new digital content hub GamePlan-A.com

Herzogenaurach, May 10, 2016 – Today, the adidas Group launched a new digital content hub called ‘[GamePlan A](http://GamePlan-A.com)’: <http://GamePlan-A.com>. GamePlan A is a business lifestyle magazine focusing on topics originating from the intersection of Sport, Business and Lifestyle. It is made for all ‘creators and entrepreneurial minds with an athlete’s heart’ who share our belief that through sport, we have the power to change lives. Therefore, we all strive to incorporate sport into everything we do – in work and in life.

GamePlan A is not just a content hub – it’s an expression of a sports-inspired business lifestyle lived out by a group of like-minded business people, employees and (potential) candidates that are scattered around the globe. GamePlan A aims to unify them by becoming THE place for them to meet the community and to draw knowledge, motivation and inspiration from.

GamePlan A succeeds the adidas Group blog that was launched in 2011 and is brought to life by the adidas Group’s Corporate Communication department. The activation of the new platform is in close alignment with the adidas Group’s [Talent Acquisition](#) team and the adidas and Reebok newsrooms. Its content will be shared across the Group’s [LinkedIn channel](#), on [Twitter](#) and on the company’s social intranet ‘a-LIVE’.

“Whilst the adidas Group blog was a great place to provide insights into the company behind the adidas Group’s brands, our ambition was to open up the blog and source more content from and create a home for the community to connect and share experiences,” says Jan Runau, Chief Corporate Communication Officer of the adidas Group. “In addition to the insights given by adidas Group employees, GamePlan A enables new content formats such as curated, contributed and editorial content. Thus, we invite all creators and entrepreneurial minds with an athlete’s heart to participate and to co-create.”

Going forward, the adidas Group will focus on growing the community by promoting the greater idea behind GamePlan A, by increasing the touch points with the target audience and by optimizing the content.

GamePlan A: www.GamePlan-A.com
Twitter: [@GamePlan_A](#)
LinkedIn: [/adidasGroup](#)

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 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.

Contacts:

Media Relations

Jan Runau
Chief Corporate Communication Officer
Tel.: +49 (0) 9132 84-3830

Katja Schreiber
Senior Director Corporate Communication
Tel.: +49 (0) 9132 84-3810

Investor Relations

Sebastian Steffen
Vice President Investor Relations
Tel.: +49 (0) 9132 84-76622

Christian Stoehr
Director Investor Relations
Tel.: +49 (0) 9132 84-4989