

Manz and adidas sign cooperation agreement

- *Manz and adidas collaboratively develop globally unique automated production technology, for the sports equipment production of the future*
- *Signing of cooperation agreement for collaboration in connection with the adidas "Speedfactory" initiative*
- *Manz AG's business model further diversified; relevant effects on revenue and earnings in the midterm*

Reutlingen, 20 October 2015 – Manz AG has signed a cooperation agreement with adidas AG in connection with the adidas "Speedfactory" initiative. The conclusion of the contract builds on the successful development of the new automated production technology for sports equipment. With this flexible technology, the design of custom-tailored shoe components, textiles and accessories can be transitioned into production data and produced on a fully automated basis in the future. In connection with the partnership, the technology will be implemented in so-called "Speedfactories," first in Germany and the USA, and ultimately worldwide. In these "Speedfactories", shoes will be produced locally in the target markets in the future. This collaboration with a leading company in the sporting goods industry and the transition of a newly developed technology from pilot production to series production underscores Manz AG's capability to develop innovative solutions for demanding customers from a wide variety of industries.

Dieter Manz, CEO and founder of Manz AG, comments: "Our engineers in our 'New Business' innovation incubator have done pioneering work in developing this technology. Our customer places the highest priority on the development of local manufacturing while simultaneously increasing flexibility in production. I am pleased that we can accompany and support adidas along this path. The automation of manufacturing and the integration of the end customer in the design of the customized final product open up completely new and innovative business models to our customers. The continuous digitalization of the process, from design to the manufacturing of the final product, is a prime example of a successful implementation of Industry 4.0 in production solutions from Manz. At the same time, the collaboration with adidas represents the kickoff for us in the field of additive manufacturing technologies. With the ever-increasing customization of final products, this future-oriented technology takes on an even more important role. I see a good development potential for our company in this area."

In the future local shoe production in "Speedfactories" will enable adidas to manufacture shoes at the consumer's location, in a customized, resource-friendly and cost-effective way. Eric Liedtke, Executive Board Member Global Brands adidas AG: "Speed wins in every sport. And speed is a competitive advantage in our industry, too. Therefore, we are looking forward to working closely with Manz AG as part of our Speedfactory initiative that will allow us bring production closer to our consumer."

The global development of automated production according to individual customer requests in the regional target markets is to be implemented in several steps by 2020. The collaboration will have the relevant effects on the revenue and earnings position of Manz AG starting in the coming fiscal year – effects that will increase as the project progresses. At the same time, the cooperation will allow Manz to continue to diversify its own business model with respect to customers, industries and regions – an important step toward increasing the independence of the company's overall result from the development of individual business segments and target industries.



Figure 1: Eric Liedtke, Executive Board Member Global Brands adidas AG, and Dieter Manz, CEO of Manz AG, after the signing of the cooperation agreement

Company profile:

Manz AG – passion for efficiency

As one of the world's leading high-tech equipment manufacturers, Manz AG, which is based in Reutlingen, Germany, is a pioneer for innovative products in fast-growing markets. The company, founded in 1987, has expertise in seven technology sectors: Automation, laser processing, vacuum coating, screen printing, metrology, wet chemical and roll-to-roll processing. Manz deploys and further develops these technologies in three strategic business segments: "Display," "Solar" and "Battery."

The company, led by founder Dieter Manz and listed on the stock exchange in Germany since 2006, currently develops and produces in Germany, China, Taiwan, Slovakia, Hungary and Italy. It also has sales and service branches in the USA and India. In mid-2015, Manz AG employed about 2,000 workers, about half of them in Asia. With its claim "passion for efficiency," Manz makes the promise to its customers in dynamic, future-oriented industries to offer production systems with the highest level of efficiency and innovation. With its extensive expertise in the development of new production technologies and the related machines, the company substantially contributes to reducing the production costs of final products and to making them accessible to large groups of buyers around the world.

Investor relations contact

cometis AG
Ulrich Wiehle / Claudius Krause
Tel.: +49 (0)611 – 205855-28
Fax: +49 (0)611 – 205855-66
E-Mail: krause@cometis.de

Manz AG
Axel Bartmann
Tel.: +49 (0)7121 – 9000-395
Fax: +49 (0)7121 – 9000-99
E-Mail: abartmann@manz.com

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