

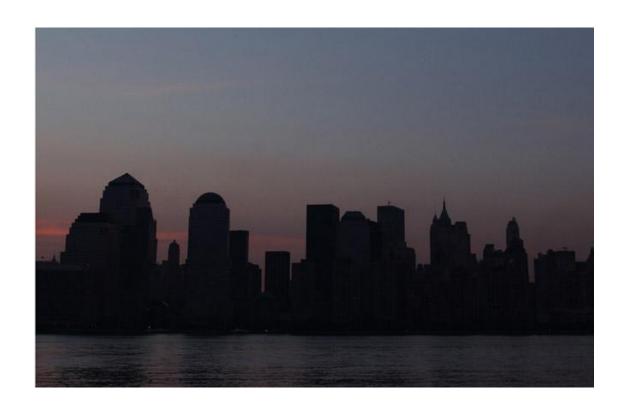


# A Race against Time





#### The World without Us





## Building a better future



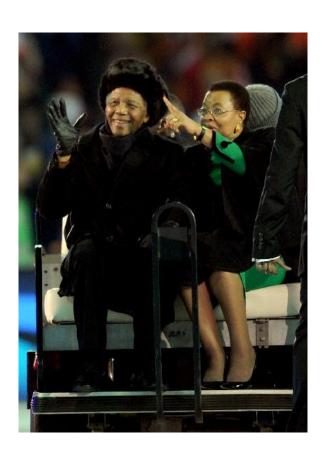


#### The Factories of the Future





# **Leading Change**



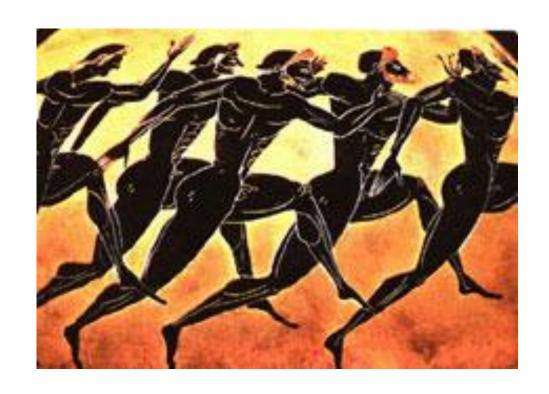


# Rebuilding Trust





## The Heritage of Olympic Values





# Changing the Game





## Inspiring the Future Generations





# Crossing the finish line





## **Expanding our Vision**





# Science-Based Competition: new horizons





# A quantum leap in performance





# **Gaining Momentum**





# Engaging the Young Generation





#### New Role Models?





# Trust and Integrity





#### **New Role Models**





#### Challenging the Common Wisdom





# How do we raise global awareness?





# The Impact on the Political Agenda





# The Impact on the Young Generation



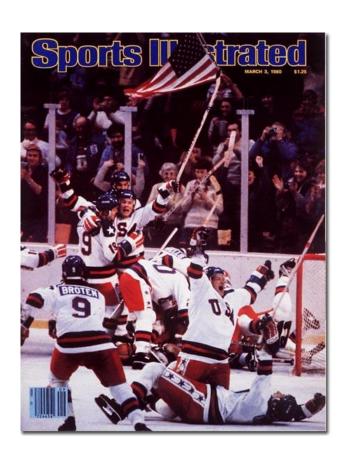


#### "Call me coach"





#### It's all about the team





# Innovation: creating new industries







# Going beyond the limits of our knowledge





# **Changing Our Future**





# Taking Risk





## Pushing for Extreme Performance





# **Building Global Brands**





#### We Can Do More



