

MAJOR CAREER ROLES

CEO, Adidas AG

CEO and Chair, Henkel AG & KGaA

Board member, Siemens AG

Board member, A.P. Møller –

Mærsk AS

Independent Non-Executive

Director, Lenovo Group Ltd

OTHER CAREER HIGHLIGHTS

Senior Vice President and General

Manager, EMEA

Independent Director, Nestle SA

Independent Non-Executive

Director, AB InBev SA

Senior Adviser, Kohlberg Kravis Roberts & Co LP Kasper Rorsted currently serves as Board Member at Siemens AG (since February 2021) and at A.P. Møller – Mærsk AS (since 2023), as Independent Non-Executive Director at Lenovo Group Ltd (since 2023), and as Chair at Woom GmbH, the successful Austrian, private equity owned producer of child-friendly bikes (since 2023). He is also a member of the Advisory Board of the AI robotics start-up Circus Group (since 2025).

He is best known for his tenure as CEO of Adidas AG (2016-2022), during which he revitalised the brand, doubled North American sales, accelerated digital transformation, and positioned Adidas as a sustainability leader—earning recognition as one of the world's top-performing CEOs in 2019—and before Adidas, as CEO of Henkel AG & KGaA (2008-2016), overseeing a fourfold increase in market capitalisation.

Earlier in his career, he held senior roles at Hewlett-Packard and Compaq across EMEA markets. Recently he also served as a Senior Adviser to Kohlberg Kravis Roberts & Co. LP and as Board Member at Nestlé S.A. (2018-2022) and Bertelsmann SE & Co. KGaA (2011-2019).

These roles reflect his deep expertise in high-tech, consumer goods, and industrial governance at the highest level.

He brings deep cross-sector expertise in:

- \bullet Consumer goods & brand turnaround steering Adidas from plateau to growth through innovation, digital channels, and bold brand reinvention
- ullet Board governance & digital industrial strategy serving on Siemens, Lenovo and A.P. Møller Mærsk boards during pivotal periods of technology adoption and supply-chain evolution
- Global operating leadership & change management at Henkel and Adidas leading teams across Europe, Asia, and North America to embed culture shift and performance excellence
- $\bullet \ Sustainability \& ESG \ Integration embedding \ durable \ sustainability \ practices \ with measurable \ impact \ on \ product \ innovation \ and \ plastic \ reduction$

Educated at Copenhagen Business College (International Business, 1985) and with executive training at Harvard, Kasper is recognised for his analytical mindset, decisive action, and commitment to purpose-driven leadership. His mentoring is particularly impactful for executives managing legacy organisations through digital reinvention and board governance evolution.