

adidas AG



WKN: A1EWWW **ISIN:** DE000A1EWWW0 **Land:** Deutschland

Nachricht vom 06.05.2016 | 12:30

adidas AG: Release according to Article 26, Section 1 of the WpHG [the German Securities Trading Act] with the objective of Europe-wide distribution

DGAP Voting Rights Announcement: adidas AG

2016-05-06 / 12:30
 Dissemination of a Voting Rights Announcement transmitted by DGAP - a service of EQS Group AG.
 The issuer is solely responsible for the content of this announcement.

Notification of Major Holdings

1. Details of issuer

adidas AG Adi-Dassler-Straße 1 91074 Herzogenaurach Germany
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2. Reason for notification

<input type="checkbox"/>	Acquisition/disposal of shares with voting rights
<input type="checkbox"/>	Acquisition/disposal of instruments
<input type="checkbox"/>	Change of breakdown of voting rights
<input checked="" type="checkbox"/>	Other reason: Increase of proxy for voting rights attached to shares

3. Details of person subject to the notification obligation

Name:	City and country of registered office:
FMR LLC	Wilmington, Delaware United States of America (USA)

4. Names of shareholder(s)
 holding directly 3% or more voting rights, if different from 3.

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5. Date on which threshold was crossed or reached

27 Apr 2016

6. Total positions

	% of voting rights attached to shares (total of 7.a.)	% of voting rights through instruments (total of 7.b.1 + 7.b.2)	total of both in % (7.a. + 7.b.)	total number of voting rights of issuer
Resulting situation	5.0003 %	0.00 %	5.0003 %	209216186
Previous notification	3.27 %	0.00 %	3.27 %	/

7. Notified details of the resulting situation

a. Voting rights attached to shares (Sec.s 21, 22 WpHG)

ISIN	absolute		in %	
	direct (Sec. 21 WpHG)	indirect (Sec. 22 WpHG)	direct (Sec. 21 WpHG)	indirect (Sec. 22 WpHG)

DE000A1EWWW0		10461533	%	5.0003 %
Total		10461533		5.0003 %

b.1. Instruments according to Sec. 25 para. 1 No. 1 WpHG

Type of instrument	Expiration or maturity date	Exercise or conversion period	Voting rights absolute	Voting rights in %
				%
		Total		%

b.2. Instruments according to Sec. 25 para. 1 No. 2 WpHG

Type of instrument	Expiration or maturity date	Exercise or conversion period	Cash or physical settlement	Voting rights absolute	Voting rights in %
					%
			Total		%

8. Information in relation to the person subject to the notification obligation

Person subject to the notification obligation is not controlled and does itself not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer (1.).
<input checked="" type="checkbox"/> Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity:

Name	% of voting rights (if at least held 3% or more)	% of voting rights through instruments (if at least held 5% or more)	Total of both (if at least held 5% or more)
FMR LLC	%	%	%
Fidelity Management & Research Company	4.69 %	%	%
FMR LLC	%	%	%
FIAM Holdings Corp.	%	%	%
Fidelity Institutional Asset Management Trust Company	%	%	%
FMR LLC	%	%	%
FIAM Holdings Corp.	%	%	%
FIAM LLC	%	%	%
FMR LLC	%	%	%
Fidelity Management Trust Company	%	%	%

9. In case of proxy voting according to Sec. 22 para. 3 WpHG

Date of general meeting:	
Holding position after general meeting:	% (equals voting rights)

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 Adi-Dassler-Straße 1
 91074 Herzogenaurach
 Germany
 Internet: www.adidas-group.com
 End of News DGAP News Service