

adidas AG	
<h1>adidas</h1>	
<b>WKN:</b> A1EWWW	<b>ISIN:</b> DE000A1EWWW0
<b>Land:</b> Deutschland	

Nachricht vom 27.03.2018 | 14:00

**adidas AG: Release according to Article 40, Section 1 of the WpHG [the German Securities Trading Act] with the objective of Europe-wide distribution**

adidas AG  
 27.03.2018 / 14:00  
 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 checked="" 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: Voluntary group notification with triggered threshold on subsidiary level

**3. Details of person subject to the notification obligation**

Name:	City and country of registered office:
BlackRock, Inc	Wilmington, DE 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:**

21 March 2018
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**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	5.60 %	0.14 %	5.74 %	209216186
Previous notification	5.65 %	0.13 %	5.78 %	/

**7. Notified details of the resulting situation**

**a. Voting rights attached to shares (Sec.s 33, 34 WpHG)**

ISIN	absolute		in %	
	direct (Sec. 33 WpHG)	indirect (Sec. 34 WpHG)	direct (Sec. 33 WpHG)	indirect (Sec. 34 WpHG)

DE000A1EWWO	0	11714800	0.00 %	5.60 %
<b>Total</b>		11714800		5.60 %

**b.1. Instruments according to Sec. 38 para. 1 No. 1 WpHG**

Type of instrument	Expiration or maturity date	Exercise or conversion period	Voting rights absolute	Voting rights in %
Lent Securities	N/A	N/A	144468	0.07 %
<b>Total</b>			144468	0.07 %

**b.2. Instruments according to Sec. 38 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 %
Contract for Difference	N/A	N/A	Cash	154595	0.07 %
<b>Total</b>				154595	0.07 %

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

<input type="checkbox"/>	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)
BlackRock, Inc.	%	%	%
Trident Merger, LLC	%	%	%
BlackRock Investment Management, LLC	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock Holdco 4, LLC	%	%	%
BlackRock Holdco 6, LLC	%	%	%
BlackRock Delaware Holdings Inc.	%	%	%
BlackRock Institutional Trust Company, National Association	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock Holdco 4, LLC	%	%	%
BlackRock Holdco 6, LLC	%	%	%
BlackRock Delaware Holdings Inc.	%	%	%
BlackRock Fund Advisors	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock Capital Holdings, Inc.	%	%	%
BlackRock Advisors, LLC	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%

BlackRock (Singapore) Holdco Pte. Ltd.	⊗	⊗	⊗
BlackRock (Singapore) Limited	⊗	⊗	⊗
---	⊗	⊗	⊗
BlackRock, Inc.	⊗	⊗	⊗
BlackRock Holdco 2, Inc.	⊗	⊗	⊗
BlackRock Financial Management, Inc.	⊗	⊗	⊗
BlackRock International Holdings, Inc.	⊗	⊗	⊗
BR Jersey International Holdings L.P.	⊗	⊗	⊗
BlackRock (Singapore) Holdco Pte. Ltd.	⊗	⊗	⊗
BlackRock HK Holdco Limited	⊗	⊗	⊗
BlackRock Asset Management North Asia Limited	⊗	⊗	⊗
---	⊗	⊗	⊗
BlackRock, Inc.	⊗	⊗	⊗
BlackRock Holdco 2, Inc.	⊗	⊗	⊗
BlackRock Financial Management, Inc.	⊗	⊗	⊗
BlackRock International Holdings, Inc.	⊗	⊗	⊗
BR Jersey International Holdings L.P.	⊗	⊗	⊗
BlackRock (Singapore) Holdco Pte. Ltd.	⊗	⊗	⊗
BlackRock HK Holdco Limited	⊗	⊗	⊗
BlackRock Lux Finco S.à r.l.	⊗	⊗	⊗
BlackRock Trident Holding Company Limited	⊗	⊗	⊗
BlackRock Japan Holdings GK	⊗	⊗	⊗
BlackRock Japan Co., Ltd.	⊗	⊗	⊗
---	⊗	⊗	⊗
BlackRock, Inc.	⊗	⊗	⊗
BlackRock Holdco 2, Inc.	⊗	⊗	⊗
Black Rock Financial Management, Inc.	⊗	⊗	⊗
BlackRock International Holdings, Inc.	⊗	⊗	⊗
BR Jersey International Holdings L.P.	⊗	⊗	⊗
BlackRock Australia Holdco Pty. Ltd.	⊗	⊗	⊗
BlackRock Investment Management (Australia) Limited	⊗	⊗	⊗
---	⊗	⊗	⊗
BlackRock, Inc.	⊗	⊗	⊗
BlackRock Holdco 2, Inc.	⊗	⊗	⊗
BlackRock Financial Management, Inc.	⊗	⊗	⊗
BlackRock International Holdings, Inc.	⊗	⊗	⊗
BR Jersey International Holdings L.P.	⊗	⊗	⊗
BlackRock Holdco 3, LLC	⊗	⊗	⊗
BlackRock Canada Holdings LP	⊗	⊗	⊗
BlackRock Canada Holdings ULC	⊗	⊗	⊗
BlackRock Asset Management Canada Limited	⊗	⊗	⊗
---	⊗	⊗	⊗
BlackRock, Inc.	⊗	⊗	⊗
BlackRock Holdco 2, Inc.	⊗	⊗	⊗
BlackRock Financial Management, Inc.	⊗	⊗	⊗
BlackRock International Holdings, Inc.	⊗	⊗	⊗
BR Jersey International Holdings L.P.	⊗	⊗	⊗
BlackRock Group Limited	⊗	⊗	⊗
BlackRock Advisors (UK) Limited	⊗	⊗	⊗

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BlackRock, Inc.	⊘	⊘	⊘
BlackRock Holdco 2, Inc.	⊘	⊘	⊘
BlackRock Financial Management, Inc.	⊘	⊘	⊘
BlackRock International Holdings, Inc.	⊘	⊘	⊘
BR Jersey International Holdings L.P.	⊘	⊘	⊘
BlackRock Group Limited	⊘	⊘	⊘
BlackRock Luxembourg Holdco S.à r.l.	⊘	⊘	⊘
BlackRock UK Holdco Limited	⊘	⊘	⊘
BlackRock Asset Management Schweiz AG	⊘	⊘	⊘
---	⊘	⊘	⊘
BlackRock, Inc.	⊘	⊘	⊘
BlackRock Holdco 2, Inc.	⊘	⊘	⊘
BlackRock Financial Management, Inc.	⊘	⊘	⊘
BlackRock International Holdings, Inc.	⊘	⊘	⊘
BR Jersey International Holdings L.P.	⊘	⊘	⊘
BlackRock Group Limited	⊘	⊘	⊘
BlackRock Luxembourg Holdco S.à r.l.	⊘	⊘	⊘
BlackRock (Luxembourg) S.A.	⊘	⊘	⊘
---	⊘	⊘	⊘
BlackRock, Inc.	⊘	⊘	⊘
BlackRock Holdco 2, Inc.	⊘	⊘	⊘
BlackRock Financial Management, Inc.	⊘	⊘	⊘
BlackRock International Holdings, Inc.	⊘	⊘	⊘
BR Jersey International Holdings L.P.	⊘	⊘	⊘
BlackRock Group Limited	⊘	⊘	⊘
BlackRock Luxembourg Holdco S.à r.l.	⊘	⊘	⊘
BlackRock Investment Management Ireland Holdings Limited	⊘	⊘	⊘
BlackRock Asset Management Ireland Limited	⊘	⊘	⊘
---	⊘	⊘	⊘
BlackRock, Inc.	⊘	⊘	⊘
BlackRock Holdco 2, Inc.	⊘	⊘	⊘
BlackRock Financial Management, Inc.	⊘	⊘	⊘
BlackRock International Holdings, Inc.	⊘	⊘	⊘
BR Jersey International Holdings L.P.	⊘	⊘	⊘
BlackRock Group Limited	⊘	⊘	⊘
BlackRock International Limited	⊘	⊘	⊘
---	⊘	⊘	⊘
BlackRock, Inc.	⊘	⊘	⊘
BlackRock Holdco 2, Inc.	⊘	⊘	⊘
BlackRock Financial Management, Inc.	⊘	⊘	⊘
BlackRock International Holdings, Inc.	⊘	⊘	⊘
BR Jersey International Holdings L.P.	⊘	⊘	⊘
BlackRock Group Limited	⊘	⊘	⊘
BlackRock International Limited	⊘	⊘	⊘
BlackRock Life Limited	⊘	⊘	⊘
---	⊘	⊘	⊘
BlackRock, Inc.	⊘	⊘	⊘
BlackRock Holdco 2, Inc.	⊘	⊘	⊘
BlackRock Financial Management, Inc.	⊘	⊘	⊘
BlackRock International Holdings, Inc.	⊘	⊘	⊘
BR Jersey International Holdings L.P.	⊘	⊘	⊘

BlackRock Group Limited	%	%	%
BlackRock (Netherlands) B.V.	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock Group Limited	%	%	%
BlackRock Investment Management (UK) Limited	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock Group Limited	%	%	%
BlackRock Investment Management (UK) Limited	%	%	%
BlackRock Asset Management Deutschland AG	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock Group Limited	%	%	%
BlackRock Investment Management (UK) Limited	%	%	%
BlackRock Asset Management Deutschland AG	%	%	%
iShares (DE) I Investmentaktiengesellschaft mit Teilgesellschaftsvermögen	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock Group Limited	%	%	%
BlackRock Investment Management (UK) Limited	%	%	%
BlackRock Fund Managers Limited	%	%	%

**9. In case of proxy voting according to Sec. 34 para. 3 WpHG**

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

**10. Other explanatory remarks:**

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