

adidas AG



WKN: A1EWWW ISIN: DE000A1EWWW0 Land: Deutschland

Nachricht vom 13.05.2013 | 14:30

## adidas AG: Publication according to § 26 paragraph. 1 WpHG with the objective of Europe-wide distribution

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Dissemination of a Voting Rights Announcement, transmitted by DGAP - a company of EquityStory AG.  
The issuer is solely responsible for the content of this announcement.

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Notification of voting rights pursuant to sec. 25 WpHG  
We received the following notification pursuant to sec. 25 WpHG on May 10, 2013:

1. Listed company:

adidas AG  
Adi-Dassler-Straße 1, 91074 Herzogenaurach, Germany

2. Notifier:

Skandinaviska Enskilda Banken AB, Stockholm, Sweden

3. Triggering event:

Exceeding Threshold

4. Threshold(s) crossed or reached:

5%

5. Date at which the threshold is crossed or reached:

03.05.2013

6. Total amount of voting rights:

7.35% (equals 15380257 voting rights)  
calculated from the following total number of voting rights issued:  
209216186

7. Detailed information on the voting rights proportion:

Voting rights proportion based on financial/other instruments pursuant to sec. 25 WpHG:

3.69% (equals 7709716 voting rights)

thereof held indirectly:

2.69% (equals 5624332 voting rights)

Voting rights pursuant to sec. 21, 22 WpHG:

3.66% (equals 7670541 voting rights)

8. Detailed information on financial/other instruments pursuant to sec. 25 WpHG:

Chain of controlled undertakings:

SEB AG, Frankfurt/Main, Germany

ISIN or name/description of the financial/other instrument: no details

provided

Exercise period: any time until cancellation/claim for the return of shares

Maturity: upon cancellation/claim for the return of shares

Expiration date: n/a

Positions held according to §25 are claims of equity loans within SEB Group.

13.05.2013 DGAP's Distribution Services include Regulatory Announcements, Financial/Corporate News and Press Releases.

Media archive at [www.dgap-medientreff.de](http://www.dgap-medientreff.de) and [www.dgap.de](http://www.dgap.de)

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End of Announcement

DGAP News-Service