

EANS-Tip Announcement: adidas AG / Announcement according to Articles 37v, 37w, 37x et seqq. of the WpHG (the German Securities Act) with the objective of Europe-wide distribution

Tip announcement for financial statements transmitted by euro adhoc. The issuer is responsible for the content of this announcement.

The company adidas AG is declaring its financial reporting publication plan below:

Report Type: Yearly Report

German:

Publication Date : 19.03.2013

Publication Location:

http://www.adidas-group.com/de/investorrelations/assets/pdf/annual_reports/2012/AG_2012_De.pdf

English:

Publication Date : 19.03.2013

Publication Location:

http://www.adidas-group.com/en/investorrelations/assets/pdf/annual_reports/2012/AG_2012_En.pdf

issuer: adidas AG
Adi-Dassler-Strasse 1
D-91074 Herzogenaurach
phone: +49 (0)9132 84-0
FAX: +49 (0)9132 84-2241
mail: investor.relations@adidas-group.com, agm-service@adidas-group.com
WWW: <http://www.adidas-group.de>
sector: Recreational & Sports goods
ISIN: DE000A1EWWW0
indexes: DAX, CDAX, HDAX, Prime All Share
stockmarkets: free trade: Hannover, Berlin, München, Hamburg, Düsseldorf, Stuttgart, regulated dealing/prime standard: Frankfurt
language: English