

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: Group-Yearly Report

German:

Publication Date : 07.03.2013

Publication Location:

[http://www.adidas-group.com/de/investorrelations/assets/pdf/annual\\_reports/2012/GB\\_2012\\_De.pdf](http://www.adidas-group.com/de/investorrelations/assets/pdf/annual_reports/2012/GB_2012_De.pdf)

English:

Publication Date : 07.03.2013

Publication Location:

[http://www.adidas-group.com/en/investorrelations/assets/pdf/annual\\_reports/2012/GB\\_2012\\_En.pdf](http://www.adidas-group.com/en/investorrelations/assets/pdf/annual_reports/2012/GB_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