

EANS-Voting Rights: adidas AG / Release according to article 26, section 1 WpHG (Securities Trading Act) with the aim of Europe-wide distribution

Notification of voting rights transmitted by euro adhoc. The issuer is responsible for the content of this announcement.

Announcement according to Article 21, Section 1 of the WpHG (share)

Person/company obliged to make the notification:

Name: BlackRock Group Limited
Place: London
State: UK

BlackRock Group Limited, London, United Kingdom, notified us pursuant to article 21 section 1 WpHG on January 31, 2013 that the percentage of voting rights held by them in adidas AG (ISIN DE000A1EWWW0), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has fallen below the threshold of 3% on January 28, 2013 and on this date amounted to 2.998% (6,271,706 shares with voting rights).

2.998% (6,271,706 shares with voting rights) of these voting rights are to be attributed to BlackRock Group Limited pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Herzogenaurach, February 4, 2013

adidas AG
The Executive Board

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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
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