

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: United Kingdom

BlackRock Group Limited, London, United Kingdom, notified us pursuant to article 21 section 1 WpHG on March 22, 2013 that the percentage of voting rights held by them in adidas AG (ISIN DE000A1EWWW0), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has exceeded the threshold of 3% on March 20, 2013 and on this date amounted to 3.02% (6,317,959 shares with voting rights).

3.02% (6,317,959 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, March 25, 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
 language: English