

adidas AG
Herzogenaurach

– ISIN: DE000A1EWWW0 –

Notification pursuant to § 30b section 1 number 2 German Securities Trading Act
(Wertpapierhandelsgesetz - WpHG)
Authorisation of the Executive Board to issue bonds with warrants and/or
convertible bonds and to exclude subscription rights

On May 8, 2014, the Annual General Meeting of adidas AG resolved to authorise the Executive Board, subject to Supervisory Board approval, to issue bearer bonds with warrants and/or convertible bearer bonds or registered bonds with warrants and/or registered convertible bonds once or several times by May 7, 2019 in an aggregate nominal value of up to EUR 1,000,000,000, with or without a limited term, and in accordance with the terms and/or conditions of these bonds with warrants and convertible bonds, to grant or issue option rights to the holders or creditors of the bonds with warrants or respectively conversion rights to the holders or creditors of the convertible bonds, which entitle or obligate the respective holder or creditor to purchase no-par-value shares of the Company with a pro-rata amount of the nominal capital totalling up to EUR 12,500,000.

The Executive Board is authorised, subject to Supervisory Board approval, to exclude shareholders' subscription rights in the cases stipulated in the authorisation.

Further details can be found in the resolutions proposed by the Executive Board and the Supervisory Board, which were published on March 18, 2014 in the Federal Gazette concerning agenda item 7 of the Annual General Meeting of adidas AG.

Herzogenaurach, May 2014

adidas AG
The Executive Board