

Herzogenaurach, February 1, 2017

adidas AG: Disclosure pursuant to Art. 5 Sec. 1 lit. b) and Sec. 3 of the Regulation (EU) No 596/2014 (MAR) in conjunction with Art. 2 Sec. 2 and Sec. 3 of the Commission Delegated Regulation (EU) No 2016/1052

Purchase of Treasury Shares / Announcement of Completion of Third Tranche, and 13th Interim Announcement

On November 7, 2016, pursuant to Art. 2 Sec. 1 of the Commission Delegated Regulation (EU) No 2016/1052, adidas AG announced the commencement of a third tranche, starting on November 8, 2016, of the share buyback programme resolved upon on October 1, 2014 and initiated on November 7, 2014. The third tranche with an aggregate acquisition cost of up to € 300 million (excluding incidental purchasing costs), however in total no more than 3,000,000 treasury shares of adidas AG, to be repurchased exclusively via the stock exchange over a period of time not to extend beyond January 31, 2017, was completed on January 31, 2017.

The total number of shares bought back daily in the period from January 30, 2017 up to and including January 31, 2017 and the daily volume-weighted average stock market price of the shares are as follows:

Date	Total volume of shares bought back (number)	Volume-weighted average stock market price (EUR) ¹⁾
January 30, 2017	22,757	151.6000
January 31, 2017	23,176	149.4484
In total	45,933	150.5144

¹⁾ excluding incidental purchasing costs, commercially rounded to 4 decimal places

The total number of the shares bought back within the framework of the third tranche of the share buyback programme in the period from November 8, 2016 up to and including January 31, 2017 amounts to 2,128,200 shares. This corresponds to a notional amount of € 2,128,200 in the nominal capital and consequently to 1.02% of adidas AG' s nominal capital.

The average purchase price per share was € 140.96. A total price of € 299,999,851 (excluding incidental purchasing costs) was paid to buy back the shares.

The purchase of the adidas AG shares was carried out by a bank assigned by adidas AG and exclusively via the Frankfurt Stock Exchange (XETRA trading).

The total number of shares bought back so far by adidas AG within the framework of the share buyback programme resolved upon on October 1, 2014 and initiated on November 7, 2014 amounts to 11,146,969 shares. This corresponds to a notional amount of € 11,146,969 in the nominal capital and consequently to 5.33% of adidas AG's nominal capital.

Further information pursuant to Art. 5 Sec. 1 lit. b) and Sec. 3 of the Regulation (EU) No 596/2014 in conjunction with Art. 2 Sec. 1, Sec. 2 and Sec. 3 of the Commission Delegated Regulation (EU) No 2016/1052, also on the first and second tranche of the share buyback programme, is available online under <http://www.adidas-group.com/s/sharebuyback>.

adidas AG reserves the right to continue the share buyback programme in the future with the parameters published in the ad hoc notification of October 1, 2014.

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adidas AG

The Executive Board