

Herzogenaurach, November 17, 2014

**adidas AG: Disclosure pursuant to Article 4 Section 4 of Regulation (EC) No. 2273/2003  
Share Buyback – 1<sup>st</sup> Interim Reporting**

In the time period from November 7, 2014 until and including November 14, 2014, adidas AG bought back a total of 759,302 adidas AG shares within the framework of its share buyback programme. On November 6, 2014, the commencement of the share buyback on November 7, 2014 was disclosed pursuant to Article 4 Section 2 of the Regulation (EC) No. 2273/2003.

Further information pursuant to Article 4 Sections 3 and 4 of the Regulation (EC) No. 2273/2003 is available on the website <http://www.adidas-group.com/s/sharebuyback>.

The purchase of the adidas AG shares is carried out by a bank assigned by adidas AG and exclusively on the electronic trading platform of the Frankfurt Stock Exchange (Xetra trading).

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adidas AG  
Executive Board