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FOR IMMEDIATE RELEASE

October 1, 2014

adidas AG successfully issues two Eurobonds

Herzogenaurach – Today, adidas AG successfully issued two Eurobonds, marking adidas AG's first Eurobond offering since July 2009. The bonds will be listed on the Luxemburg Stock Exchange and have denominations of € 1,000 each, therefore making them eligible to be bought also by retail investors. Overall, the transaction received a strong reception by market participants. Of particular note is that adidas AG's 12-year Eurobond is the longest-term publicly syndicated euro-denominated bond of an unrated issuer ever.

The 7-year Eurobond of € 600 million matures on October 8, 2021 and has a coupon of 1.25%. The 12-year Eurobond of € 400 million matures on October 8, 2026 and has a coupon of 2.25%.

With this transaction, adidas AG has successfully taken the opportunity of strong investor demand for bond transactions and the tight credit spreads paired with a low interest rate environment to strengthen the Group's financing mix while increasing the overall duration.

"The successful placement of our bonds reflects our Group's high credit quality and our excellent access to the capital markets," said Robin J. Stalker, CFO of the adidas Group. "This offering allows us to benefit from current low-cost financing opportunities in the Eurobond market and to secure attractive long-term financing."

Bayerische Landesbank, Deutsche Bank, JP Morgan, Mizuho and UniCredit are mandated as Joint Lead Managers on the transaction. Citi and Bank of America Merrill Lynch act as Co-Lead Managers.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach/Germany, the Group employs more than 50,000 people across the globe and generated sales of € 14.5 billion in 2013.

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