

adidas AG		
		
WKN: A1EWWW	ISIN: DE000A1EWWW0	Land: Deutschland

Nachricht vom 19.05.2016 | 13:00

adidas AG: Release according to Article 26, Section 1 of the WpHG [the German Securities Trading Act] with the objective of Europe-wide distribution

DGAP Voting Rights Announcement: adidas AG
 2016-05-19 / 13:00
 Dissemination of a Voting Rights Announcement transmitted by DGAP - a service of EQS Group AG.
 The issuer is solely responsible for the content of this announcement.

Notification of Major Holdings

1. Details of issuer

adidas AG Adi-Dassler-Straße 1 91074 Herzogenaurach Germany
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2. Reason for notification

<input type="checkbox"/>	Acquisition/disposal of shares with voting rights
<input type="checkbox"/>	Acquisition/disposal of instruments
<input type="checkbox"/>	Change of breakdown of voting rights
<input checked="" type="checkbox"/>	Other reason: Increase of proxy for voting rights attached to shares

3. Details of person subject to the notification obligation

Name:	City and country of registered office:
FMR LLC	Wilmington, Delaware United States of America (USA)

4. Names of shareholder(s)
 holding directly 3% or more voting rights, if different from 3.

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5. Date on which threshold was crossed or reached

12 May 2016

6. Total positions

	% of voting rights attached to shares (total of 7.a.)	% of voting rights through instruments (total of 7.b.1 + 7.b.2)	total of both in % (7.a. + 7.b.)	total number of voting rights of issuer
Resulting situation	5.31 %	0.00 %	5.31 %	209216186
Previous notification	5.0003 %	0.00 %	5.0003 %	/

7. Notified details of the resulting situation
a. Voting rights attached to shares (Sec.s 21, 22 WpHG)

ISIN	absolute		in %	
	direct (Sec. 21 WpHG)	indirect (Sec. 22 WpHG)	direct (Sec. 21 WpHG)	indirect (Sec. 22 WpHG)

DE000A1EWWW0		11117704	%	5.31 %
Total		11117704		5.31 %

b.1. Instruments according to Sec. 25 para. 1 No. 1 WpHG

Type of instrument	Expiration or maturity date	Exercise or conversion period	Voting rights absolute	Voting rights in %
				%
		Total		%

b.2. Instruments according to Sec. 25 para. 1 No. 2 WpHG

Type of instrument	Expiration or maturity date	Exercise or conversion period	Cash or physical settlement	Voting rights absolute	Voting rights in %
					%
			Total		%

8. Information in relation to the person subject to the notification obligation

<input type="checkbox"/> Person subject to the notification obligation is not controlled and does itself not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer (1.).
<input checked="" type="checkbox"/> Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity:

Name	% of voting rights (if at least held 3% or more)	% of voting rights through instruments (if at least held 5% or more)	Total of both (if at least held 5% or more)
FMR LLC	%	%	%
Fidelity Management & Research Company	5.01 %	%	5.01 %
FMR LLC	%	%	%
FIAM Holdings Corp.	%	%	%
Fidelity Institutional Asset Management Trust Company	%	%	%
FMR LLC	%	%	%
FIAM Holdings Corp.	%	%	%
FIAM LLC	%	%	%
FMR LLC	%	%	%
Fidelity Management Trust Company	%	%	%

9. In case of proxy voting according to Sec. 22 para. 3 WpHG

Date of general meeting:	
Holding position after general meeting:	% (equals voting rights)

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