

adidas AG



WKN: A1EWWW ISIN: DE000A1EWWW0 Land: Deutschland

Nachricht vom 10.12.2015 | 11:45

**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  
 2015-12-10 / 11:45  
 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

**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 | Boston<br>United States of America (USA) |

**4. Names of shareholder(s)**

holding directly 3% or more voting rights, if different from 3.

**5. Date on which threshold was crossed or reached**

02.12.2015

**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   | 3,27 %  | 0,00 %  | 3,27 %                           | 209.216.186                             |
| Previous notification | 3,07 %  | 0,00 %  | 3,07 %                           | /                                       |

**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 |                       | 6.842.201               | %                     | 3,27 %                  |
| <b>Total</b> | 6.842.201             |                         | 3,27 %                |                         |

**b.1. Instruments according to Sec. 25 Abs. 1 Nr. 1 WpHG**

| Type of instrument | Expiration or maturity date | Exercise or conversion period | Voting rights absolute | Voting rights in % |
|--------------------|-----------------------------|-------------------------------|------------------------|--------------------|
|                    |                             |                               |                        |                    |
|                    |                             | <b>Total</b>                  |                        |                    |

**b.2. Instruments according to Sec. 25 Abs. 1 Nr. 2 WpHG**

| Type of instrument | Expiration or maturity date | Exercise or conversion period | Cash or physical settlement | Voting rights absolute | Voting rights in % |
|--------------------|-----------------------------|-------------------------------|-----------------------------|------------------------|--------------------|
|                    |                             |                               |                             |                        |                    |
|                    |                             |                               | <b>Total</b>                |                        |                    |

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

|  |
|--|
| 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 | 3,01 %   | %  | %   |
| FMR LLC                                | %  | %  | %   |
| Pyramis Global Advisors Holdings Corp. | %  | %  | %   |
| Pyramis Global Advisors, LLC           | %  | %  | %   |
| FMR LLC                                | %  | %  | %   |
| Pyramis Global Advisors Holdings Corp. | %  | %  | %   |
| Pyramis Global Advisors Trust Company  | %  | %  | %   |

**9. In case of proxy voting according to § 22 Abs. 3 WpHG**

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

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