

adidas AG



**WKN:** A1EWWW **ISIN:** DE000A1EWWW0 **Land:** Deutschland

Nachricht vom 07.04.2016 | 12:00

**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

2016-04-07 / 12:00  
 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<br>Adi-Dassler-Straße 1<br>91074 Herzogenaurach<br>Germany |
|----------------------------------------------------------------------|

**2. Reason for notification**

|                                     |                                                   |
|-------------------------------------|---------------------------------------------------|
| <input checked="" 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:<br>Voluntary Group Disclosure       |

**3. Details of person subject to the notification obligation**

|                 |                                                  |
|-----------------|--------------------------------------------------|
| Name:           | City and country of registered office:           |
| BlackRock, Inc. | Wilmington, DE<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**

|               |
|---------------|
| 31 March 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   | 6.11 %                                                | 0.48 %                                                          | 6.59 %                           | 209216186                               |
| Previous notification | 5.93 %                                                | 0.66 %                                                          | 6.59 %                           | /                                       |

**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) |
|      |                       |                         |                       |                         |

|              |   |          |        |        |
|--------------|---|----------|--------|--------|
| DE000A1EWWO  | 0 | 12776273 | 0.00 % | 6.11 % |
| <b>Total</b> |   | 12776273 |        | 6.11 % |

**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 % |
|--------------------|-----------------------------|-------------------------------|------------------------|--------------------|
| Lent Securities    | N/A                         | N/A                           | 998672                 | 0.48 %             |
| <b>Total</b>       |                             |                               | 998672                 | 0.48 %             |

**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 % |
|-------------------------|-----------------------------|-------------------------------|-----------------------------|------------------------|--------------------|
| Contract for Difference | N/A                         | N/A                           | Cash                        | 12572                  | 0.01 %             |
| <b>Total</b>            |                             |                               |                             | 12572                  | 0.01 %             |

**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) |
|-------------------------------------------------------------|--------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------|
| BlackRock, Inc.                                             | %                                                | %                                                                    | %                                           |
| Trident Merger, LLC                                         | %                                                | %                                                                    | %                                           |
| BlackRock Investment Management, LLC                        | %                                                | %                                                                    | %                                           |
| ---                                                         | %                                                | %                                                                    | %                                           |
| BlackRock, Inc.                                             | %                                                | %                                                                    | %                                           |
| BlackRock Holdco 2, Inc.                                    | %                                                | %                                                                    | %                                           |
| BlackRock Financial Management, Inc.                        | %                                                | %                                                                    | %                                           |
| ---                                                         | %                                                | %                                                                    | %                                           |
| BlackRock, Inc.                                             | %                                                | %                                                                    | %                                           |
| BlackRock Holdco 2, Inc.                                    | %                                                | %                                                                    | %                                           |
| BlackRock Financial Management, Inc.                        | %                                                | %                                                                    | %                                           |
| BlackRock Holdco 4, LLC                                     | %                                                | %                                                                    | %                                           |
| BlackRock Holdco 6, LLC                                     | %                                                | %                                                                    | %                                           |
| BlackRock Delaware Holdings Inc.                            | %                                                | %                                                                    | %                                           |
| BlackRock Institutional Trust Company, National Association | %                                                | %                                                                    | %                                           |
| ---                                                         | %                                                | %                                                                    | %                                           |
| BlackRock, Inc.                                             | %                                                | %                                                                    | %                                           |
| BlackRock Holdco 2, Inc.                                    | %                                                | %                                                                    | %                                           |
| BlackRock Financial Management, Inc.                        | %                                                | %                                                                    | %                                           |
| BlackRock Holdco 4, LLC                                     | %                                                | %                                                                    | %                                           |
| BlackRock Holdco 6, LLC                                     | %                                                | %                                                                    | %                                           |
| BlackRock Delaware Holdings Inc.                            | %                                                | %                                                                    | %                                           |
| BlackRock Fund Advisors                                     | %                                                | %                                                                    | %                                           |
| ---                                                         | %                                                | %                                                                    | %                                           |
| BlackRock, Inc.                                             | %                                                | %                                                                    | %                                           |
| BlackRock Holdco 2, Inc.                                    | %                                                | %                                                                    | %                                           |
| BlackRock Financial Management, Inc.                        | %                                                | %                                                                    | %                                           |
| BlackRock Capital Holdings, Inc.                            | %                                                | %                                                                    | %                                           |
| BlackRock Advisors, LLC                                     | %                                                | %                                                                    | %                                           |
| ---                                                         | %                                                | %                                                                    | %                                           |
| BlackRock, Inc.                                             | %                                                | %                                                                    | %                                           |
| BlackRock Holdco 2, Inc.                                    | %                                                | %                                                                    | %                                           |
| BlackRock Financial Management, Inc.                        | %                                                | %                                                                    | %                                           |
| BlackRock International Holdings, Inc.                      | %                                                | %                                                                    | %                                           |
| BR Jersey International Holdings L.P.                       | %                                                | %                                                                    | %                                           |

|                                                     |   |   |     |
|-----------------------------------------------------|---|---|-----|
| BlackRock (Singapore) Holdco Pte. Ltd.              | % | % | o/p |
| BlackRock (Singapore) Limited                       | % | % | o/p |
| ---                                                 | % | % | o/p |
| BlackRock, Inc.                                     | % | % | o/p |
| BlackRock Holdco 2, Inc.                            | % | % | o/p |
| BlackRock Financial Management, Inc.                | % | % | o/p |
| BlackRock International Holdings, Inc.              | % | % | o/p |
| BR Jersey International Holdings L.P.               | % | % | o/p |
| BlackRock (Singapore) Holdco Pte. Ltd.              | % | % | o/p |
| BlackRock Asia-Pac Holdco, LLC                      | % | % | o/p |
| BlackRock HK Holdco Limited                         | % | % | o/p |
| BlackRock Asset Management North Asia Limited       | % | % | o/p |
| ---                                                 | % | % | o/p |
| BlackRock, Inc.                                     | % | % | o/p |
| BlackRock Holdco 2, Inc.                            | % | % | o/p |
| BlackRock Financial Management, Inc.                | % | % | o/p |
| BlackRock International Holdings, Inc.              | % | % | o/p |
| BR Jersey International Holdings L.P.               | % | % | o/p |
| BlackRock (Singapore) Holdco Pte. Ltd.              | % | % | o/p |
| BlackRock Asia-Pac Holdco, LLC                      | % | % | o/p |
| BlackRock HK Holdco Limited                         | % | % | o/p |
| BlackRock Cayco Limited                             | % | % | o/p |
| BlackRock Trident Holding Company Limited           | % | % | o/p |
| BlackRock Japan Holdings GK                         | % | % | o/p |
| BlackRock Japan Co., Ltd.                           | % | % | o/p |
| ---                                                 | % | % | o/p |
| BlackRock, Inc.                                     | % | % | o/p |
| BlackRock Holdco 2, Inc.                            | % | % | o/p |
| Black Rock Financial Management, Inc.               | % | % | o/p |
| BlackRock International Holdings, Inc.              | % | % | o/p |
| BR Jersey International Holdings L.P.               | % | % | o/p |
| BlackRock Australia Holdco Pty. Ltd.                | % | % | o/p |
| BlackRock Investment Management (Australia) Limited | % | % | o/p |
| ---                                                 | % | % | o/p |
| BlackRock, Inc.                                     | % | % | o/p |
| BlackRock Holdco 2, Inc.                            | % | % | o/p |
| BlackRock Financial Management, Inc.                | % | % | o/p |
| BlackRock International Holdings, Inc.              | % | % | o/p |
| BR Jersey International Holdings L.P.               | % | % | o/p |
| BlackRock Holdco 3, LLC                             | % | % | o/p |
| BlackRock Canada Holdings LP                        | % | % | o/p |
| BlackRock Canada Holdings ULC                       | % | % | o/p |
| BlackRock Asset Management Canada Limited           | % | % | o/p |
| ---                                                 | % | % | o/p |
| BlackRock, Inc.                                     | % | % | o/p |
| BlackRock Holdco 2, Inc.                            | % | % | o/p |
| BlackRock Financial Management, Inc.                | % | % | o/p |
| BlackRock International Holdings, Inc.              | % | % | o/p |
| BR Jersey International Holdings L.P.               | % | % | o/p |

|                                                          |   |   |   |
|----------------------------------------------------------|---|---|---|
| BlackRock Group Limited                                  | ⊗ | ⊗ | ⊗ |
| BlackRock Advisors (UK) Limited                          | ⊗ | ⊗ | ⊗ |
| ---                                                      | ⊗ | ⊗ | ⊗ |
| BlackRock, Inc.                                          | ⊗ | ⊗ | ⊗ |
| BlackRock Holdco 2, Inc.                                 | ⊗ | ⊗ | ⊗ |
| BlackRock Financial Management, Inc.                     | ⊗ | ⊗ | ⊗ |
| BlackRock International Holdings, Inc.                   | ⊗ | ⊗ | ⊗ |
| BR Jersey International Holdings L.P.                    | ⊗ | ⊗ | ⊗ |
| BlackRock Group Limited                                  | ⊗ | ⊗ | ⊗ |
| BlackRock Luxembourg Holdco S.à r.l.                     | ⊗ | ⊗ | ⊗ |
| BLACKROCK (Luxembourg) S.A.                              | ⊗ | ⊗ | ⊗ |
| ---                                                      | ⊗ | ⊗ | ⊗ |
| BlackRock, Inc.                                          | ⊗ | ⊗ | ⊗ |
| BlackRock Holdco 2, Inc.                                 | ⊗ | ⊗ | ⊗ |
| BlackRock Financial Management, Inc.                     | ⊗ | ⊗ | ⊗ |
| BlackRock International Holdings, Inc.                   | ⊗ | ⊗ | ⊗ |
| BR Jersey International Holdings L.P.                    | ⊗ | ⊗ | ⊗ |
| BlackRock Group Limited                                  | ⊗ | ⊗ | ⊗ |
| BlackRock Luxembourg Holdco S.à r.l.                     | ⊗ | ⊗ | ⊗ |
| BlackRock Investment Management Ireland Holdings Limited | ⊗ | ⊗ | ⊗ |
| BlackRock Asset Management Ireland Limited               | ⊗ | ⊗ | ⊗ |
| ---                                                      | ⊗ | ⊗ | ⊗ |
| BlackRock, Inc.                                          | ⊗ | ⊗ | ⊗ |
| BlackRock Holdco 2, Inc.                                 | ⊗ | ⊗ | ⊗ |
| BlackRock Financial Management, Inc.                     | ⊗ | ⊗ | ⊗ |
| BlackRock International Holdings, Inc.                   | ⊗ | ⊗ | ⊗ |
| BR Jersey International Holdings L.P.                    | ⊗ | ⊗ | ⊗ |
| BlackRock Group Limited                                  | ⊗ | ⊗ | ⊗ |
| BlackRock International Limited                          | ⊗ | ⊗ | ⊗ |
| ---                                                      | ⊗ | ⊗ | ⊗ |
| BlackRock, Inc.                                          | ⊗ | ⊗ | ⊗ |
| BlackRock Holdco 2, Inc.                                 | ⊗ | ⊗ | ⊗ |
| BlackRock Financial Management, Inc.                     | ⊗ | ⊗ | ⊗ |
| BlackRock International Holdings, Inc.                   | ⊗ | ⊗ | ⊗ |
| BR Jersey International Holdings L.P.                    | ⊗ | ⊗ | ⊗ |
| BlackRock Group Limited                                  | ⊗ | ⊗ | ⊗ |
| BlackRock International Limited                          | ⊗ | ⊗ | ⊗ |
| BlackRock Life Limited                                   | ⊗ | ⊗ | ⊗ |
| ---                                                      | ⊗ | ⊗ | ⊗ |
| BlackRock, Inc.                                          | ⊗ | ⊗ | ⊗ |
| BlackRock Holdco 2, Inc.                                 | ⊗ | ⊗ | ⊗ |
| BlackRock Financial Management, Inc.                     | ⊗ | ⊗ | ⊗ |
| BlackRock International Holdings, Inc.                   | ⊗ | ⊗ | ⊗ |
| BR Jersey International Holdings L.P.                    | ⊗ | ⊗ | ⊗ |
| BlackRock Group Limited                                  | ⊗ | ⊗ | ⊗ |
| BlackRock (Netherlands) B.V.                             | ⊗ | ⊗ | ⊗ |
| ---                                                      | ⊗ | ⊗ | ⊗ |
| BlackRock, Inc.                                          | ⊗ | ⊗ | ⊗ |
| BlackRock Holdco 2, Inc.                                 | ⊗ | ⊗ | ⊗ |
| BlackRock Financial Management, Inc.                     | ⊗ | ⊗ | ⊗ |
| BlackRock International Holdings, Inc.                   | ⊗ | ⊗ | ⊗ |
| BR Jersey International Holdings L.P.                    | ⊗ | ⊗ | ⊗ |
| BlackRock Group Limited                                  | ⊗ | ⊗ | ⊗ |

|                                                                           |   |   |   |
|---------------------------------------------------------------------------|---|---|---|
| BlackRock Investment Management (UK) Limited                              | % | % | % |
| ---                                                                       | % | % | % |
| BlackRock, Inc.                                                           | % | % | % |
| BlackRock Holdco 2, Inc.                                                  | % | % | % |
| BlackRock Financial Management, Inc.                                      | % | % | % |
| BlackRock International Holdings, Inc.                                    | % | % | % |
| BR Jersey International Holdings L.P.                                     | % | % | % |
| BlackRock Group Limited                                                   | % | % | % |
| BlackRock Investment Management (UK) Limited                              | % | % | % |
| BlackRock Asset Management Deutschland AG                                 | % | % | % |
| ---                                                                       | % | % | % |
| BlackRock, Inc.                                                           | % | % | % |
| BlackRock Holdco 2, Inc.                                                  | % | % | % |
| BlackRock Financial Management, Inc.                                      | % | % | % |
| BlackRock International Holdings, Inc.                                    | % | % | % |
| BR Jersey International Holdings L.P.                                     | % | % | % |
| BlackRock Group Limited                                                   | % | % | % |
| BlackRock Investment Management (UK) Limited                              | % | % | % |
| BlackRock Asset Management Deutschland AG                                 | % | % | % |
| iShares (DE) I Investmentaktiengesellschaft mit Teilgesellschaftsvermögen | % | % | % |
| ---                                                                       | % | % | % |
| BlackRock, Inc.                                                           | % | % | % |
| BlackRock Holdco 2, Inc.                                                  | % | % | % |
| BlackRock Financial Management, Inc.                                      | % | % | % |
| BlackRock International Holdings, Inc.                                    | % | % | % |
| BR Jersey International Holdings L.P.                                     | % | % | % |
| BlackRock Group Limited                                                   | % | % | % |
| BlackRock Investment Management (UK) Limited                              | % | % | % |
| BlackRock Fund Managers Limited                                           | % | % | % |

**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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