



FOR IMMEDIATE RELEASE

Herzogenaurach, June 10, 2020

adidas AG to hold virtual AGM on August 11

adidas will hold this year's Annual General Meeting (AGM) in a purely virtual form on August 11. The announcement was made today following the regular meeting of the Supervisory Board. Shareholders will be able to follow the AGM live on the day, from 10am onward, via the company's website at www.adidas-group.com/agm. Shareholders who have registered for the AGM will be able to submit their questions to the company via the shareholder portal up until August 8 (inclusive) and exercise their voting rights via (electronic) postal vote.

adidas had originally planned to hold the AGM in Fuerth (Bavaria) on May 14, 2020. However, in accordance with orders issued by the relevant authorities, which include a ban on large gatherings in order to contain the spread of the coronavirus, adidas decided to postpone the AGM until further notice.

As it still cannot be predicted when it will be possible to hold an AGM with the physical presence of shareholders, the company has decided, also in order to protect the health of all involved, to utilize the possibility provided by German legislation to hold this year's AGM virtually, without the physical presence of shareholders. The agenda and further information on the virtual AGM will be published in the Federal Gazette and on the company's website on June 15. The latest information on the adidas AGM is always available at www.adidas-group.com/agm.

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