

adidas AG



WKN: A1EWWW ISIN: DE000A1EWWW0 Land: Deutschland

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**adidas AG: Release of a capital market information**

adidas AG / Disclosure pursuant to Art. 2 Sec. 1 of Commission Delegated Regulation (EU) No 2016/1052 supplementing Regulation (EU) No 596/2014 (MAR)

| Purchase of Treasury Shares

07.01.2019 / 08:00

Dissemination of a Post-admission Duties announcement transmitted by DGAP - a service of EQS Group AG.

The issuer is solely responsible for the content of this announcement.

Herzogenaurach, January 7, 2019

Disclosure pursuant to Article 2 Sec. 1 of Commission Delegated Regulation (EU) No 2016/1052 supplementing Regulation (EU) No 596/2014 (MAR)

Purchase of Treasury Shares

The share buyback program announced by adidas AG by means of an ad hoc notification on March 13, 2018 will be continued in a second tranche starting on January 7, 2019. Treasury shares of the company with an aggregate acquisition cost of around EUR 800 million (excluding incidental purchasing costs), however in total no more than 10,000,000 shares, shall be repurchased exclusively via the stock exchange over a period of time not to extend beyond December 31, 2019. While the company may use the repurchased shares for all purposes admissible under the granted authorization with the exception of the transfer of shares as a compensation component for the company's Executive Board members, adidas AG plans to cancel the majority of the repurchased shares.

In the first tranche, a total of 5,089,879 shares, corresponding to 2.54% of the company's nominal capital were bought back from March 22, 2018 up to and including December 4, 2018. The average purchase price paid on the stock market was EUR 196.45. The company bought back shares for a total price of EUR 999,885,164.42 (excluding incidental purchasing costs) in the first tranche.

One or several independent banks shall be assigned to carry out the buyback of the second tranche or parts thereof on behalf of and for the account of the company. They make their decisions regarding the share buyback execution independently of and uninfluenced by the company. The company's right to early termination of the mandate for one or all banks and/or to transfer the mandate to another bank or several other banks shall remain unaffected.

The share buyback program may be suspended, discontinued and resumed at any time in compliance with all applicable statutory provisions.

The share buyback shall be carried out exclusively via the stock exchange in electronic trading through the Frankfurt Stock Exchange (Xetra).

The price per repurchased share (excluding incidental purchasing costs) may not be more than 10% higher or lower than the average stock exchange price for the adidas AG share as established in the opening auction of the electronic trading system on the Frankfurt Stock Exchange on the day of the repurchase obligation.

Moreover, the banks will be committed to observing all trading restrictions of Article 3 of the Commission Delegated Regulation (EU) No 2016/1052 of March 8, 2016 (EU Reg.). In accordance with the EU Reg., inter alia, no purchase price may be paid which exceeds the price of the last independent trade or the highest independent bid placed at the time of the purchase on the stock exchange on which the purchase is carried out, whichever value is the highest. Furthermore, pursuant to the EU Reg., no more than 25% of the average daily volume of shares on the stock exchange on which the purchase is carried out may be acquired. The average volume of shares is based on the average daily trade volume of the 20 trading days preceding the specific date of purchase.

The transactions will be announced pursuant to the requirements of Article 2 sec. 3 EU Reg. in a detailed and an aggregated form no later than on the seventh trading day after their execution. Furthermore, adidas AG will publish the transactions on its website [www.adidas-group.com](http://www.adidas-group.com) and ensure that the information will be publicly accessible for a period of at least five years from the day of disclosure.

Herzogenaurach, January 7, 2019

adidas AG

The Executive Board

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07.01.2019 The DGAP Distribution Services include Regulatory Announcements, Financial/Corporate News and Press Releases.  
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