



**ADIDAS AG  
HERZOGENAURACH**

**- ISIN: DE000A1EWWW0 -**

**Announcement of Distribution of a Dividend**

The Annual General Meeting of adidas AG held on May 9, 2018 has resolved to use the retained earnings of EUR 573,314,029.69 reported in the adopted annual financial statements of adidas AG as at December 31, 2017 to pay a dividend of EUR 2.60 per dividend-entitled no-par value share. Overall, an amount of EUR 528,462,623.00 shall be paid out as dividend. The remaining amount of EUR 44,851,406.69 shall be carried forward to new account. This amount already takes into account 5,961,331 treasury shares held by the Company either directly or indirectly, which are not entitled to payment of a dividend pursuant to § 71b of the German Stock Corporation Act (Aktiengesetz - AktG).

Pursuant to § 58 section 4 sentence 2 AktG, the dividend shall be paid out on May 15, 2018 by Clearstream Banking AG, Frankfurt am Main, via the depository banks. As a rule, 25% withholding tax, a solidarity surcharge of 5.5% on such withholding tax (total 26.375%) and, if applicable, church tax on the withholding tax are deducted from the payout.

The withholding tax and solidarity surcharge as well as, if applicable, church tax shall not be deducted for shareholders with unlimited tax liability who have submitted to their depository banks a "non-assessment certificate" (Nichtveranlagungsbescheinigung) issued by their competent tax authority. The same shall fully or partially apply to shareholders with unlimited tax liability who have provided their depository bank with a declaration for exemption from withholding tax (Freistellungsauftrag), insofar as the volume of the exemption stated therein has not already been used up by other income from capital.

The German income tax for private investment income is considered covered with the deduction of the above taxes. Irrespective of this, dividends may be included with other investment income in income tax assessments upon request if this results in lower individual income tax.

Shareholders with limited tax liability may benefit from a complete or partial reduction in the retained withholding tax including the solidarity surcharge in accordance with double taxation conventions in force between the Federal Republic of Germany and the country of residence of the shareholders concerned. Any refunds are paid by the German Federal Central Tax Office (Bundeszentralamt für Steuern) upon application and such application for refund must be submitted together with the tax certificate to be issued by the respective depository bank. As a rule, applications for refund must be submitted to the Bundeszentralamt für Steuern in 53225 Bonn, Germany, by December 31, 2022.

Central paying agency shall be Commerzbank AG.

**Herzogenaurach, May 2018**

**adidas AG  
The Executive Board**