

adidas AG		
		
<b>WKN:</b> A1EWWW	<b>ISIN:</b> DE000A1EWWW0	<b>Land:</b> Deutschland

Nachricht vom 02.05.2016 | 12:30

**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  
 2016-05-02 / 12:30  
 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
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**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 type="checkbox"/>	Other reason:

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

Name:	City and country of registered office:
Mr O. Mason Hawkins	

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

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

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

27 Apr 2016
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**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	2.94 %	0 %	2.94 %	209216186
Previous notification	3.01 %	n.a. %	n.a. %	/

**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	0	6160627	0 %	2.94 %
<b>Total</b>	6160627		2.94 %	

**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 %
<b>Total</b>				

**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 %
<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)
O. Mason Hawkins	%	%	%
Southeastern Asset Management, Inc.	%	%	%

**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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