

Herzogenaurach, March 16, 2015

**adidas AG: Disclosure pursuant to Art. 4 Section 4 of the Regulation (EC)
No. 2273/2003 Share Buyback/2nd Tranche – 1st Interim Reporting**

In the period from March 6, 2015 up to and including March 11, 2015, adidas AG bought back a total of 346,341 adidas AG shares within the framework of the share buyback programme. On March 5, 2015, the commencement of the share buyback within the framework of the second tranche on March 6, 2015 was announced pursuant to Article 4 Section 2 of Regulation (EC) No. 2273/2003.

The total number of shares which adidas AG has bought back within the framework of the share buyback programme which was resolved upon on October 1, 2014 and which commenced on November 7, 2014 amounts to 5,235,483 shares.

Further information pursuant to Art. 4 Sec. 3 and 4 of Regulation (EC) No. 2273/2003 is available on the website <http://www.adidas-group.com/s/sharebuyback>.

The purchase of the adidas AG shares was carried out by a bank assigned by adidas AG and exclusively on the electronic trading platform of the Frankfurt Stock Exchange (XETRA trading).

Herzogenaurach, March 16, 2015

adidas AG
Executive Board