



adidas AG
Herzogenaurach

– ISIN: DE000A1EWWW0 –

Notification pursuant to § 49 section 1 number 2
German Securities Trading Act (Wertpapierhandelsgesetz - WpHG)
on the authorization of the Executive Board to issue bonds with warrants
and/or convertible bonds, to exclude subscription rights
and to create a contingent capital

The Annual General Meeting of adidas AG resolved on May 9, 2018 to create a new contingent capital (Contingent Capital 2018), and amend the Articles of Association accordingly. The authorization of the Executive Board, subject to Supervisory Board approval, to issue bonds with warrants and/or convertible bonds in an aggregate nominal value of up to EUR 1,000,000,000 until May 7, 2019, which was resolved upon by the Annual General Meeting on May 8, 2014 under Agenda Item 7, was revoked and the Contingent Capital 2014 in the amount of up to EUR 12,500,000 resolved upon by the Annual General Meeting on May 8, 2014 under Agenda Item 7 was canceled.

On May 9, 2018, the Annual General Meeting of adidas AG resolved to authorize the Executive Board, subject to Supervisory Board approval, to issue bearer bonds with warrants and/or convertible bearer bonds or registered bonds with warrants and/or registered convertible bonds once or several times until May 8, 2023 in an aggregate nominal value of up to EUR 2,500,000,000, with or without a limited term, and in accordance with the terms and/or conditions on these bonds with warrants and convertible bonds, to grant or issue option rights to the holders or creditors of the bonds with warrants or respectively conversion rights to the holders or creditors of the convertible bonds, which entitle or obligate the respective holder or creditor to purchase no-par-value shares of the Company with a pro-rata amount of the nominal capital totaling up to EUR 12,500,000.

The Executive Board is authorized, subject to Supervisory Board approval, to exclude shareholders' subscription rights in the above-mentioned cases. For this purpose, the nominal capital is conditionally increased by up to EUR 12,500,000 through issuance of no more than 12,500,000 new no-par-value shares (Contingent Capital 2018).

Further details can be found in the resolution proposed by the Executive Board and the Supervisory Board, which was published in the Federal Gazette (Bundesanzeiger) on March 20, 2018 concerning Agenda Item 8 of the Annual General Meeting of adidas AG.

Herzogenaurach, May 2018

adidas AG
The Executive Board