

adidas AG



WKN: A1EWWW ISIN: DE000A1EWWW0 Land: Deutschland

Nachricht vom 23.10.2014 | 10:30

## adidas AG: Publication according to § 26 paragraph. 1 WpHG with the objective of Europe-wide distribution

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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.

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I.

On October 21, 2014, BlackRock Holdco 2, Inc., Wilmington, DE, United States has informed us according to Article 21, Section 1 of the WpHG that via shares its Voting Rights on adidas AG, Herzogenaurach, Germany, have exceeded the 5% threshold of the Voting Rights on October 17, 2014 and on that day amounted to 5.01% (this corresponds to 10472263 Voting Rights).

2.72% of Voting Rights (this corresponds to 5684356 Voting Rights) are attributed to the company in accordance with Article 22, Section 1, Sentence 1, No. 1 of the WpHG (German Securities Trading Act).

0.004% of Voting Rights (this corresponds to 9193 Voting Rights) are attributed to the company in accordance with Article 22, Section 1, Sentence 1, No. 2 in connection with sentence 2 of the WpHG (German Securities Trading Act).

2.50% of Voting Rights (this corresponds to 5227761 Voting Rights) are attributed to the company in accordance with Article 22, Section 1, Sentence 1, No. 6 in connection with sentence 2 of the WpHG (German Securities Trading Act).

Please note that the total amount stated above does not necessarily equal the sum of the detailed attributed holdings. This results from voting rights having multiple attributions within the BlackRock group structure.

II.

On October 22, 2014, BlackRock Financial Management, Inc., New York, NY, United States has informed us according to Article 21, Section 1 of the WpHG that via shares its Voting Rights on adidas AG, Herzogenaurach, Germany, have exceeded the 5% threshold of the Voting Rights on October 20, 2014 and on that day amounted to 5.003% (this corresponds to 10466870 Voting Rights).

2.72% of Voting Rights (this corresponds to 5696365 Voting Rights) are attributed to the company in accordance with Article 22, Section 1, Sentence 1, No. 1 of the WpHG (German Securities Trading Act).

0.004% of Voting Rights (this corresponds to 9193 Voting Rights) are attributed to the company in accordance with Article 22, Section 1, Sentence 1, No. 2 in connection with sentence 2 of the WpHG (German Securities Trading Act).

0.01% of Voting Rights (this corresponds to 21222 Voting Rights) are attributed to the company in accordance with Article 22, Section 1, Sentence 1, No. 6 of the WpHG (German Securities Trading Act).

2.48% of Voting Rights (this corresponds to 5191070 Voting Rights) are attributed to the company in accordance with Article 22, Section 1, Sentence 1, No. 6 in connection with sentence 2 of the WpHG (German Securities Trading Act).

Please note that the total amount stated above does not necessarily equal the sum of the detailed attributed holdings. This results from voting rights having multiple attributions within the BlackRock group structure.

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