

adidas AG



WKN: A1EWWW ISIN: DE000A1EWWW0 Land: Deutschland

Nachricht vom 29.09.2016 | 13:00

**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  
 2016-09-29 / 13:00  
 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

**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:
BlackRock, Inc.	Wilmington, DE United States of America (USA)

**4. Names of shareholder(s)**  
 holding directly 3% or more voting rights, if different from 3.

**5. Date on which threshold was crossed or reached**  
 23 Sep 2016

**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	5.21 %	0.33 %	5.54 %	209216186
Previous notification	4.89 %	0.66 %	5.55 %	/

**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	10904022	0.00 %	5.21 %

<b>Total</b>	10904022	5.21 %
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**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 %
Lent Securities	N/A	N/A	577827	0.28 %
<b>Total</b>			577827	0.28 %

**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 %
Contract for Difference	N/A	N/A	Cash	47092	0.02 %
Equity Linked Note	06.10.2016	N/A	Cash	62510	0.03 %
<b>Total</b>				109602	0.05 %

**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.).
X 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)
BlackRock, Inc.	%	%	%
Trident Merger, LLC	%	%	%
BlackRock Investment Management, LLC	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock Holdco 4, LLC	%	%	%
BlackRock Holdco 6, LLC	%	%	%
BlackRock Delaware Holdings Inc.	%	%	%
BlackRock Institutional Trust Company, National Association	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock Holdco 4, LLC	%	%	%
BlackRock Holdco 6, LLC	%	%	%
BlackRock Delaware Holdings Inc.	%	%	%
BlackRock Fund Advisors	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock Capital Holdings, Inc.	%	%	%
BlackRock Advisors, LLC	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
	%	%	%

BR Jersey International Holdings L.P.			
BlackRock (Singapore) Holdco Pte. Ltd.	%	%	%
BlackRock (Singapore) Limited	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock (Singapore) Holdco Pte. Ltd.	%	%	%
BlackRock Asia-Pac Holdco, LLC	%	%	%
BlackRock HK Holdco Limited	%	%	%
BlackRock Asset Management North Asia Limited	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock (Singapore) Holdco Pte. Ltd.	%	%	%
BlackRock Asia-Pac Holdco, LLC	%	%	%
BlackRock HK Holdco Limited	%	%	%
BlackRock Cayco Limited	%	%	%
BlackRock Trident Holding Company Limited	%	%	%
BlackRock Japan Holdings GK	%	%	%
BlackRock Japan Co., Ltd.	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
Black Rock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock Australia Holdco Pty. Ltd.	%	%	%
BlackRock Investment Management (Australia) Limited	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock Holdco 3, LLC	%	%	%
BlackRock Canada Holdings LP	%	%	%
BlackRock Canada Holdings ULC	%	%	%
BlackRock Asset Management Canada Limited	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%

BR Jersey International Holdings L.P.	⊘	⊘	⊘
BlackRock Holdco 3, LLC	⊘	⊘	⊘
BlackRock UK 1 LP	⊘	⊘	⊘
BlackRock Cayman Capital Holdings Limited	⊘	⊘	⊘
BlackRock UK A LLP	⊘	⊘	⊘
BlackRock UK 2 LLP	⊘	⊘	⊘
BlackRock UK 3 LLP	⊘	⊘	⊘
BlackRock UK 4 LLP	⊘	⊘	⊘
---	⊘	⊘	⊘
BlackRock, Inc.	⊘	⊘	⊘
BlackRock Holdco 2, Inc.	⊘	⊘	⊘
BlackRock Financial Management, Inc.	⊘	⊘	⊘
BlackRock International Holdings, Inc.	⊘	⊘	⊘
BR Jersey International Holdings L.P.	⊘	⊘	⊘
BlackRock Group Limited	⊘	⊘	⊘
BlackRock Advisors (UK) Limited	⊘	⊘	⊘
---	⊘	⊘	⊘
BlackRock, Inc.	⊘	⊘	⊘
BlackRock Holdco 2, Inc.	⊘	⊘	⊘
BlackRock Financial Management, Inc.	⊘	⊘	⊘
BlackRock International Holdings, Inc.	⊘	⊘	⊘
BR Jersey International Holdings L.P.	⊘	⊘	⊘
BlackRock Group Limited	⊘	⊘	⊘
BlackRock Luxembourg Holdco S.à r.l.	⊘	⊘	⊘
BLACKROCK (Luxembourg) S.A.	⊘	⊘	⊘
---	⊘	⊘	⊘
BlackRock, Inc.	⊘	⊘	⊘
BlackRock Holdco 2, Inc.	⊘	⊘	⊘
BlackRock Financial Management, Inc.	⊘	⊘	⊘
BlackRock International Holdings, Inc.	⊘	⊘	⊘
BR Jersey International Holdings L.P.	⊘	⊘	⊘
BlackRock Group Limited	⊘	⊘	⊘
BlackRock Luxembourg Holdco S.à r.l.	⊘	⊘	⊘
BlackRock Investment Management Ireland Holdings Limited	⊘	⊘	⊘
BlackRock Asset Management Ireland Limited	⊘	⊘	⊘
---	⊘	⊘	⊘
BlackRock, Inc.	⊘	⊘	⊘
BlackRock Holdco 2, Inc.	⊘	⊘	⊘
BlackRock Financial Management, Inc.	⊘	⊘	⊘
BlackRock International Holdings, Inc.	⊘	⊘	⊘
BR Jersey International Holdings L.P.	⊘	⊘	⊘
BlackRock Group Limited	⊘	⊘	⊘
BlackRock International Limited	⊘	⊘	⊘
---	⊘	⊘	⊘
BlackRock, Inc.	⊘	⊘	⊘
BlackRock Holdco 2, Inc.	⊘	⊘	⊘
BlackRock Financial Management, Inc.	⊘	⊘	⊘
BlackRock International Holdings, Inc.	⊘	⊘	⊘
BR Jersey International Holdings L.P.	⊘	⊘	⊘
BlackRock Group Limited	⊘	⊘	⊘
BlackRock International Limited	⊘	⊘	⊘
BlackRock Life Limited	⊘	⊘	⊘
---	⊘	⊘	⊘

BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock Group Limited	%	%	%
BlackRock (Netherlands) B.V.	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock Group Limited	%	%	%
BlackRock Investment Management (UK) Limited	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock Group Limited	%	%	%
BlackRock Investment Management (UK) Limited	%	%	%
BlackRock Asset Management Deutschland AG	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock Group Limited	%	%	%
BlackRock Investment Management (UK) Limited	%	%	%
BlackRock Asset Management Deutschland AG	%	%	%
iShares (DE) I Investmentaktiengesellschaft mit Teilgesellschaftsvermögen	%	%	%
---	%	%	%
BlackRock, Inc.	%	%	%
BlackRock Holdco 2, Inc.	%	%	%
BlackRock Financial Management, Inc.	%	%	%
BlackRock International Holdings, Inc.	%	%	%
BR Jersey International Holdings L.P.	%	%	%
BlackRock Group Limited	%	%	%
BlackRock Investment Management (UK) Limited	%	%	%
BlackRock Fund Managers Limited	%	%	%

**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)

**10. Other explanatory remarks:**

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Language:	English
Company:	adidas AG Adi-Dassler-Straße 1 91074 Herzogenaurach Germany
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