

adidas AG



WKN: A1EWWW ISIN: DE000A1EWWW0 Land: Deutschland

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adidas AG: Release according to Article 26, Section 1 of the WpHG [the German Securities Trading Act] 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.

I.

On October 29, 2014, BlackRock, 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 fallen below the 5% threshold of the Voting Rights on October 27, 2014 and on that day amounted to 4.90% (this corresponds to 10245281 Voting Rights).

2.74% of Voting Rights (this corresponds to 5737989 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).

0.01% of Voting Rights (this corresponds to 19153 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).

2.35% of Voting Rights (this corresponds to 4911636 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 29, 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 fallen below the 5% threshold of the Voting Rights on October 27, 2014 and on that day amounted to 4.81% (this corresponds to 10058159 Voting Rights).

2.74% of Voting Rights (this corresponds to 5737989 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).

0.01% of Voting Rights (this corresponds to 19153 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).

2.26% of Voting Rights (this corresponds to 4724514 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.

III.

On October 29, 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 fallen below the 5% threshold of the Voting Rights on October 27, 2014 and on that day amounted to 4.80% (this corresponds to 10041562 Voting Rights).

2.74% of Voting Rights (this corresponds to 5737989 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).

0.01% of Voting Rights (this corresponds to 19153 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 21140 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).

2.24% of Voting Rights (this corresponds to 4688580 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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