

adidas AG



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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.

On January 29, 2015, 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 3% threshold of the Voting Rights on January 27, 2015 and on that day amounted to 2.99% (this corresponds to 6263578 Voting Rights).

1.96% of Voting Rights (this corresponds to 4107487 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 15686 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 31282 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).

1.35% of Voting Rights (this corresponds to 2834259 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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End of Announcement

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