

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.

Following a review, conducted in close collaboration with the Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin), of the way BlackRock has interpreted its voting rights disclosure obligations under German law, BlackRock entities are filing today a statement representing their holdings as at the settlement date of 25 September 2014 in adidas AG.

The statement does not reflect a change in BlackRock's current holdings of voting rights. The statement simply updates information currently in the market regarding BlackRock's holdings in adidas AG. Further, the statement does not signify any change in investment strategies pursued.

Also, BlackRock issues a press release detailing the BlackRock group entities and their respective voting rights applicable to adidas AG and other relevant German issuers on <http://www.blackrock.com/corporate/en-gb/news-and-insights/press-releases> and on Bloomberg.

VOTING RIGHTS DISCLOSURE

1. BlackRock, Inc.

Section 21, 22

BlackRock, Inc., New York, NY, U.S.A., hereby informs you pursuant to Sec. 21 para. 1 WpHG that its share in the voting rights of adidas AG (ISIN DE000A1EWWW0) on 25 September 2014 amounts to 5.20% (this corresponds to 10,872,304 out of a total of 209,216,186 voting rights (the 'Total Voting Rights'))).

2.75% of the Total Voting Rights (this corresponds to 5,756,083 voting rights) are to be attributed to BlackRock, Inc. pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG.

2.32% of the Total Voting Rights (this corresponds to 4,862,829 voting rights) are to be attributed to BlackRock, Inc. pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

0.12% of the Total Voting Rights (this corresponds to 241,781 voting rights) are to be attributed pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG as well as pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

0.01% of the Total Voting Rights (this corresponds to 11,611 voting rights) are to be attributed pursuant to Sec. 22 para. 1 sentence 1 No. 2 in

connection with sentence 2 WpHG as well as pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

Section 25

BlackRock, Inc. further informs you pursuant to Sec. 25 para. 1 WpHG that its share in the Total Voting Rights of adidas AG (ISIN DE000A1EWWW0) on 25 September 2014 amounts to 5.42% (this corresponds to 11,343,702 voting rights).

0.23% of the Total Voting Rights (this corresponds to 471,398 voting rights) are financial or other instruments pursuant to Sec. 25 WpHG. All of these financial or other instruments are held indirectly (this corresponds to 471,398 voting rights).

5.20% of the Total Voting Rights (this corresponds to 10,872,304 voting rights) are held or attributed to BlackRock, Inc. pursuant to section 21, 22 WpHG.

The financial or other instruments are held through the following chains of controlled undertakings:

BlackRock Holdco 2, Inc.; BlackRock Financial Management, Inc.; BlackRock Advisors Holdings, Inc.; BlackRock International Holdings, Inc.; BR Jersey International Holdings LP.; BlackRock Holdco 3, LLC; BlackRock Canada Holdings LP; BlackRock Canada Holdings ULC; BlackRock Asset Management Canada Limited;

BlackRock Holdco 2, Inc.; BlackRock Financial Management, Inc.; BlackRock Advisors Holdings, Inc.; BlackRock International Holdings, Inc.; BR Jersey International Holdings LP.; BlackRock Group Limited; BlackRock International Limited; BlackRock Life Limited.

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;

2. BlackRock Holdco 2, Inc.

Section 21, 22

BlackRock Holdco 2, Inc., Wilmington, DE, U.S.A., hereby informs you pursuant to Sec. 21 para. 1 WpHG that its share in the voting rights of adidas AG (ISIN DE000A1EWWW0) on 25 September 2014 amounts to 5.11% (this corresponds to 10,687,853 out of a total of 209,216,186 voting rights (the 'Total Voting Rights')).

2.75% of the Total Voting Rights (this corresponds to 5,756,083 voting rights) are to be attributed to BlackRock Holdco 2, Inc. pursuant to Sec. 22 para. 1 sentence 1 No.1 WpHG.

2.24% of the Total Voting Rights (this corresponds to 4,678,378 voting rights) are to be attributed to BlackRock Holdco 2, Inc. pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

0.12% of the Total Voting Rights (this corresponds to 241,781 voting rights) are to be attributed pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG as well as pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

0.01% of the Total Voting Rights (this corresponds to 11,611 voting rights) are to be attributed pursuant to Sec. 22 para. 1 sentence 1 No. 2 in connection with sentence 2 WpHG as well as pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

Section 25

BlackRock Holdco 2, Inc. further informs you pursuant to Sec. 25 para. 1 WpHG that its share in the Total Voting Rights of adidas AG (ISIN DE000A1EWWW0) on 25 September 2014 amounts to 5.33% (this corresponds to 11,159,251 voting rights).

0.23% of the Total Voting Rights (this corresponds to 471,398 voting

rights) are financial or other instruments pursuant to Sec. 25 WpHG. All of these financial or other instruments are held indirectly (this corresponds to 471,398 voting rights).

5.11% of the Total Voting Rights (this corresponds to 10,687,853 voting rights) are held or attributed to BlackRock Holdco 2, Inc. pursuant to section 21, 22 WpHG.

The financial or other instruments are held through the following chains of controlled undertakings:

BlackRock Financial Management, Inc.; BlackRock Advisors Holdings, 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 Financial Management, Inc.; BlackRock Advisors Holdings, Inc.; BlackRock International Holdings, Inc.; BR Jersey International Holdings L.P.; BlackRock Group Limited; BlackRock International Limited; BlackRock Life Limited.
BlackRock Financial Management, Inc.; BlackRock Holdco 4, LLC; BlackRock Holdco 6, LLC; BlackRock Delaware Holdings Inc.; BlackRock Institutional Trust Company, National Association;

3. BlackRock Financial Management, Inc.

Section 21, 22

BlackRock Financial Management, Inc., New York, NY, U.S.A., hereby informs you pursuant to Sec. 21 para. 1 WpHG that its share in the voting rights of adidas AG (ISIN DE000A1EWWW0) on 25 September 2014 amounts to 5.10% (this corresponds to 10,671,256 out of a total of 209,216,186 voting rights (the 'Total Voting Rights')).

2.75% of the Total Voting Rights (this corresponds to 5,756,083 voting rights) are to be attributed to BlackRock Financial Management, Inc. pursuant to Sec. 22 para. 1 sentence 1 No.1 WpHG.

2.23% of the Total Voting Rights (this corresponds to 4,661,781 voting rights) are to be attributed to BlackRock Financial Management, Inc. pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

0.12% of the Total Voting Rights (this corresponds to 241,781 voting rights) are to be attributed pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG as well as pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

0.01% of the Total Voting Rights (this corresponds to 11,611 voting rights) are to be attributed pursuant to Sec. 22 para. 1 sentence 1 No. 2 in connection with sentence 2 WpHG as well as pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

Section 25

BlackRock Financial Management, Inc. further informs you pursuant to Sec. 25 para. 1 WpHG that its share in the Total Voting Rights of adidas AG (ISIN DE000A1EWWW0) on 25 September 2014 amounts to 5.33% (this corresponds to 11,142,654 voting rights).

0.23% of the Total Voting Rights (this corresponds to 471,398 voting rights) are financial or other instruments pursuant to Sec. 25 WpHG. All of these financial or other instruments are held indirectly (this corresponds to 471,398 voting rights).

5.10% of the Total Voting Rights (this corresponds to 10,671,256 voting rights) are held or attributed to BlackRock Financial Management, Inc. pursuant to section 21, 22 WpHG.

The financial or other instruments are held through the following chains of controlled undertakings:

BlackRock Advisors Holdings, 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 Advisors Holdings, Inc.; BlackRock International Holdings, Inc.; BR Jersey International Holdings L.P.; BlackRock Group Limited; BlackRock International Limited; BlackRock Life Limited;
BlackRock Holdco 4, LLC; BlackRock Holdco 6, LLC; BlackRock Delaware Holdings Inc.; BlackRock Institutional Trust Company, National Association;

4. BlackRock Advisors Holdings, Inc.

Section 21, 22

BlackRock Advisors Holdings, Inc., New York, NY, U.S.A., hereby informs you pursuant to Sec. 21 para. 1 WpHG that its share in the voting rights of adidas AG (ISIN DE000A1EWWO) on 25 September 2014 amounts to 2.61% (this corresponds to 5,465,659 out of a total of 209,216,186 voting rights (the 'Total Voting Rights')).

2.02% of the Total Voting Rights (this corresponds to 4,234,967 voting rights) are to be attributed to BlackRock Advisors Holdings, Inc. pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG.

0.01% of the Total Voting Rights (this corresponds to 11,611 voting rights) are to be attributed to BlackRock Advisors Holdings, Inc. pursuant to Sec. 22 para. 1 sentence 1 No. 2 in connection with sentence 2 WpHG.

0.50% of the Total Voting Rights (this corresponds to 1,056,344 voting rights) are to be attributed to BlackRock Advisors Holdings, Inc. pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

0.08% of the Total Voting Rights (this corresponds to 162,737 voting rights) are to be attributed pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG as well as pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

5. BlackRock International Holdings, Inc.

Section 21, 22

BlackRock International Holdings, Inc., New York, NY, U.S.A., hereby informs you pursuant to Sec. 21 para. 1 WpHG that its share in the voting rights of adidas AG (ISIN DE000A1EWWO) on 25 September 2014 amounts to 2.61% (this corresponds to 5,465,659 out of a total of 209,216,186 voting rights (the 'Total Voting Rights')).

2.02% of the Total Voting Rights (this corresponds to 4,234,967 voting rights) are to be attributed to BlackRock International Holdings, Inc. pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG.

0.01% of the Total Voting Rights (this corresponds to 11,611 voting rights) are to be attributed to BlackRock International Holdings, Inc. pursuant to Sec. 22 para. 1 sentence 1 No. 2 in connection with sentence 2 WpHG.

0.50% of the Total Voting Rights (this corresponds to 1,056,344 voting rights) are to be attributed to BlackRock International Holdings, Inc. pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

0.08% of the Total Voting Rights (this corresponds to 162,737 voting rights) are to be attributed pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG as well as pursuant to Sec. 22 para. 1 sentence 1 No.6 in connection with sentence 2 WpHG.

6. BR Jersey International Holdings L.P.

Section 21, 22

BR Jersey International Holdings L.P., St. Helier, Jersey, Channel Islands, hereby informs you pursuant to Sec. 21 para. 1 WpHG that its share in the

voting rights of adidas AG (ISIN DE000A1EWWW0) on 25 September 2014 amounts to 2.61% (this corresponds to 5,465,659 out of a total of 209,216,186 voting rights (the 'Total Voting Rights')).

2.02% of the Total Voting Rights (this corresponds to 4,234,967 voting rights) are to be attributed to BR Jersey International Holdings L.P. pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG.

0.01% of the Total Voting Rights (this corresponds to 11,611 voting rights) are to be attributed to BR Jersey International Holdings L.P. pursuant to Sec. 22 para. 1 sentence 1 No. 2 in connection with sentence 2 WpHG.

0.50% of the Total Voting Rights (this corresponds to 1,056,344 voting rights) are to be attributed to BR Jersey International Holdings L.P. pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

0.08% of the Total Voting Rights (this corresponds to 162,737 voting rights) are to be attributed pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG as well as pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

7. BlackRock Group Limited

Section 21, 22

BlackRock Group Limited, London, United Kingdom, hereby informs you pursuant to Sec. 21 para. 1 WpHG that its share in the voting rights of adidas AG (ISIN DE000A1EWWW0) on 25 September 2014 amounts to 2.46% (this corresponds to 5,138,626 out of a total of 209,216,186 voting rights (the 'Total Voting Rights')).

1.99% of the Total Voting Rights (this corresponds to 4,153,143 voting rights) are to be attributed to BlackRock Group Limited pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG.

0.39% of the Total Voting Rights (this corresponds to 822,746 voting rights) are to be attributed to BlackRock Group Limited pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

0.08% of the Total Voting Rights (this corresponds to 1,627,370 voting rights) are to be attributed pursuant to Sec. 22 para. 1 sentence 1 No. 1 WpHG as well as pursuant to Sec. 22 para. 1 sentence 1 No. 6 in connection with sentence 2 WpHG.

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Company: adidas AG
Adi-Dassler-Straße 1
91074 Herzogenaurach
Germany
Internet: www.adidas-group.com
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