

Herzogenaurach, January 16 2017

adidas AG: Disclosure pursuant to Art. 5 Sec. 1 lit. b) and Sec. 3 of the Regulation (EU) No 596/2014 (MAR) in conjunction with Art. 2 Sec. 2 and Sec. 3 of the Commission Delegated Regulation (EU) No 2016/1052 / 3rd Tranche – 10th Interim Announcement

In the period from January 9, 2017 up to and including January 13, 2017, adidas AG bought back a total of 108,651 shares of adidas AG within the framework of the share buyback programme. In the announcement of November 7, 2016 pursuant to Art. 2 Sec. 1 of the Commission Delegated Regulation (EU) 2016/1052 it was communicated that the repurchase of treasury shares within the framework of a third tranche would commence on November 8, 2016.

The overall volume of the shares bought back daily in the period from January 9, 2017 up to and including January 13, 2017 and the daily volume-weighted average stock market prices of the shares are as follows:

Date	Overall volume of shares bought back (number)	Volume-weighted average stock market price (EUR) ¹⁾
January 9, 2017	21,900	144.6894
January 10, 2017	21,850	144.9789
January 11, 2017	21,712	145.4200
January 12, 2017	21,662	145.7750
January 13, 2017	21,527	146.6911
In total	108,651	145.5067

¹⁾ Excluding incidental purchasing costs, rounded to four places according to commercial practice

The total number of shares which have been bought back so far by adidas AG since November 8, 2016 within the framework of the third tranche of the share buyback programme thus amounts to 1,870,962 shares.

The total number of shares which have been bought back so far by adidas AG within the framework of the share buyback programme resolved upon on October 1, 2014 and initiated on November 7, 2014 (including the shares bought back within the framework of the third tranche) thus amounts to 10,889,731 shares.



Further information pursuant to Art. 5 Sec. 1 lit. b) and Sec. 3 of the Regulation (EU) No 596/2014 in conjunction with Art. 2 Sec. 2 and Sec. 3 of the Commission Delegated Regulation (EU) No 2016/1052 is available online under <http://www.adidas-group.com/s/sharebuyback>.

The purchase of the adidas AG shares was carried out by a bank assigned by adidas AG and exclusively via the Frankfurt Stock Exchange (XETRA trading).

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adidas AG
The Executive Board