

| | |
|--------------------------|---------------------------|
| adidas AG | |
| <h1>adidas</h1> | |
| WKN: A1EWWW | ISIN: DE000A1EWWW0 |
| Land: Deutschland | |

Nachricht vom 05.06.2018 | 14:00

adidas AG: Release according to Article 40, Section 1 of the WpHG [the German Securities Trading Act] with the objective of Europe-wide distribution

adidas AG
 05.06.2018 / 14:00
 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 checked="" type="checkbox"/> | Other reason: Voluntary group notification with triggered threshold on subsidiary level |

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:

| |
|-------------|
| 30 May 2018 |
|-------------|

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 | 5.01 % | 0.44 % | 5.45 % | 209216186 |
| Previous notification | 5.14 % | 0.40 % | 5.54 % | / |

7. Notified details of the resulting situation

a. Voting rights attached to shares (Sec.s 33, 34 WpHG)

| ISIN | absolute | | in % | |
|------|-----------------------|-------------------------|-----------------------|-------------------------|
| | direct (Sec. 33 WpHG) | indirect (Sec. 34 WpHG) | direct (Sec. 33 WpHG) | indirect (Sec. 34 WpHG) |
| | | | | |

| | | | | |
|--------------|---|----------|--------|--------|
| DE000A1EWWW0 | 0 | 10490112 | 0.00 % | 5.01 % |
| Total | | 10490112 | 5.01 % | |

b.1. Instruments according to Sec. 38 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 | 740448 | 0.35 % |
| Total | | | 740448 | 0.35 % |

b.2. Instruments according to Sec. 38 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 | 177832 | 0.08 % |
| Total | | | | 177832 | 0.08 % |

8. Information in relation to the person subject to the notification obligation

| | |
|-------------------------------------|--|
| <input type="checkbox"/> | 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.). |
| <input checked="" type="checkbox"/> | 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 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 HK Holdco Limited | ⊗ | ⊗ | ⊗ |
| BlackRock Lux Finco S.à r.l. | ⊗ | ⊗ | ⊗ |
| 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 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 UK Holdco Limited | ⊘ | ⊘ | ⊘ |
| BlackRock Asset Management Schweiz 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 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. 34 para. 3 WpHG

| | |
|---|--------------------------|
| Date of general meeting: | |
| Holding position after general meeting: | % (equals voting rights) |

10. Other explanatory remarks:

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| |
|--|

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