

adidas AG



WKN: A1EWWW ISIN: DE000A1EWWW0 Land: Deutschland

Nachricht vom 22.10.2014 | 09:00

## adidas AG: Release according to Article 26, Section 1 of the WpHG [the German Securities Trading Act] with the objective of Europe-wide distribution

adidas AG

22.10.2014 09:00

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 voting rights pursuant to Art. 25a, Sec. 1 WpHG  
We received the following notifications pursuant to Art. 25a, Sec. 1 WpHG on October 20, 2014:

I. BlackRock, Inc., New York, NY, USA

1. Listed company:

adidas AG

Adi-Dassler-Straße 1, 91074 Herzogenaurach, Germany

2. Notifier:

BlackRock, Inc., New York, NY, USA

3. Triggering event:

Exceeding Threshold

4. Threshold(s) crossed or reached:

5%

5. Date at which the threshold is crossed or reached:

16.10.2014

6. Total amount of voting rights:

5.20% (equals 10882576 voting rights)

calculated from the following total number of voting rights issued:

209216186

7. Detailed information on the voting rights proportion:

Voting rights proportion based on financial/other instruments pursuant to Art. 25a, Sec. 1 WpHG:

0.001% (equals 2374 voting rights)

thereof held indirectly:

0.001% (equals 2374 voting rights)

Voting rights proportion based on financial/other instruments pursuant to sec. 25 WpHG:

0.12% (equals 255444 voting rights)

thereof held indirectly:

0.12% (equals 255444 voting rights)

Voting rights pursuant to sec. 21, 22 WpHG:

5.08% (equals 10624758 voting rights)

8. Detailed information on financial/other instruments pursuant to Art. 25a, Sec. 1 WpHG:

Chain of controlled undertakings:

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

ISIN or name/description of the financial/other instrument: Contract for Difference

Maturity:

Expiration date:

II. BlackRock Holdco 2, Inc., Wilmington, DE, USA

1. Listed company:

adidas AG

Adi-Dassler-Straße 1, 91074 Herzogenaurach, Germany

2. Notifier:

BlackRock Holdco 2, Inc., Wilmington, DE, USA

3. Triggering event:

Exceeding Threshold

4. Threshold(s) crossed or reached:

5%

5. Date at which the threshold is crossed or reached:

16.10.2014

6. Total amount of voting rights:

5.11% (equals 10696028 voting rights)

calculated from the following total number of voting rights issued:

209216186

7. Detailed information on the voting rights proportion:

Voting rights proportion based on financial/other instruments pursuant to Art. 25a, Sec. 1 WpHG:

0.001% (equals 2374 voting rights)

thereof held indirectly:

0.001% (equals 2374 voting rights)

Voting rights proportion based on financial/other instruments pursuant to sec. 25 WpHG:

0.12% (equals 255444 voting rights)

thereof held indirectly:

0.12% (equals 255444 voting rights)

Voting rights pursuant to sec. 21, 22 WpHG:

4.99% (equals 10438210 voting rights)

8. Detailed information on financial/other instruments pursuant to Art. 25a, Sec. 1 WpHG:

Chain of controlled undertakings:

BlackRock Financial Management, Inc., BlackRock Holdco 4, LLC, BlackRock Holdco 6, LLC, BlackRock Delaware Holdings, Inc., BlackRock Institutional Trust Company, National Association

ISIN or name/description of the financial/other instrument: Contract for Difference

Maturity:

Expiration date:

III. BlackRock Financial Management, Inc., New York, NY, USA

1. Listed company:

adidas AG  
Adi-Dassler-Straße 1, 91074 Herzogenaurach, Germany

2. Notifier:

BlackRock Financial Management, Inc., New York, NY, USA

3. Triggering event:

Exceeding Threshold

4. Threshold(s) crossed or reached:

5%

5. Date at which the threshold is crossed or reached:

16.10.2014

6. Total amount of voting rights:

5.10% (equals 10679431 voting rights)  
calculated from the following total number of voting rights issued:  
209216186

7. Detailed information on the voting rights proportion:

Voting rights proportion based on financial/other instruments pursuant to  
Art. 25a, Sec. 1 WpHG:

0.001% (equals 2374 voting rights)

thereof held indirectly:

0.001% (equals 2374 voting rights)

Voting rights proportion based on financial/other instruments pursuant to  
sec. 25 WpHG:

0.12% (equals 255444 voting rights)

thereof held indirectly:

0.12% (equals 255444 voting rights)

Voting rights pursuant to sec. 21, 22 WpHG:

4.98% (equals 10421613 voting rights)

8. Detailed information on financial/other instruments pursuant to Art.  
25a, Sec. 1 WpHG:

Chain of controlled undertakings:

BlackRock Holdco 4, LLC, BlackRock Holdco 6, LLC, BlackRock Delaware  
Holdings, Inc., BlackRock Institutional Trust Company, National Association

ISIN or name/description of the financial/other instrument: Contract for  
Difference

Maturity:

Expiration date:

22.10.2014 The DGAP Distribution Services include Regulatory Announcements,  
Financial/Corporate News and Press Releases.

Media archive at [www.dgap-medientreff.de](http://www.dgap-medientreff.de) and [www.dgap.de](http://www.dgap.de)

-----  
Language: English  
Company: adidas AG  
Adi-Dassler-Straße 1  
91074 Herzogenaurach  
Germany

Internet: [www.adidas-group.com](http://www.adidas-group.com)

End of Announcement

DGAP News-Service  
-----