

**adidas AG  
Herzogenaurach**

**- ISIN: DE000A1EWWW0 -**

**Announcement pursuant to § 30b section 1 No. 2 of the  
German Securities Trading Act (Wertpapierhandelsgesetz - WpHG) regarding the  
authorization of the Executive Board to issue bonds with warrants and/or  
convertible bonds and the creation of a contingent capital**

On May 8, 2014, the Annual General Meeting of adidas AG resolved to create a new amount of contingent capital (Contingent Capital 2014) and to change the Articles of Association accordingly. The resolution adopted by the Annual General Meeting on May 6, 2010 on the authorisation of the Executive Board to issue bonds with warrants and/or convertible bonds is revoked.

On May 8, 2014, the Annual General Meeting of adidas AG has authorised the Executive Board, subject to Supervisory Board approval, to issue bearer bonds with warrants and/or convertible bearer bonds or registered bonds with warrants and/or registered convertible bonds once or several times by May 7, 2019 in an aggregate nominal value of up to EUR 1.000.000.000, with or without a limited term, and in accordance with the terms and/or conditions of these bonds with warrants and convertible bonds, to grant or issue option rights to the holders or creditors of the bonds with warrants or respectively conversion rights to the holders or creditors of the convertible bonds, which entitle or obligate the respective holder or creditor to purchase no-par-value bearer shares of the Company with a pro-rata amount of the nominal capital totalling up to EUR 12,500,000. The Executive Board may, subject to Supervisory Board approval, exclude shareholders' subscription rights for the cases stipulated in the authorisation. Moreover, the nominal capital is conditionally increased by up to EUR 12,500,000 through issuance of no more than 12,500,000 new no-par-value registered shares (Contingent Capital 2014).

For further details we refer to the resolution proposed by the Executive Board and the Supervisory Board under item 7 of the agenda of the Annual General Meeting of adidas AG which was published in the Federal Gazette on March 18, 2014.

The according resolution regarding the creation of the amount of contingent capital was entered in the Commercial Register at the Local Court Fuerth (HRB 3868) on July 23, 2014.

Herzogenaurach, August 2014

**adidas AG  
THE EXECUTIVE BOARD**