

**Purchase of Treasury Shares / Announcement of Completion of Third Tranche, and  
13th Interim Announcement**

On November 7, 2016 adidas AG announced the commencement of a third tranche, starting on November 8, 2016, of the share buyback programme resolved upon on October 1, 2014 and initiated on November 7, 2014. The third tranche with an aggregate acquisition cost of up to € 300 million (excluding incidental purchasing costs), however in total no more than 3,000,000 treasury shares of adidas AG, to be repurchased exclusively via the stock exchange over a period of time not to extend beyond January 31, 2017, was completed on January 31, 2017.

The total number of the shares bought back within the framework of the third tranche of the share buyback programme in the period from November 8, 2016 up to and including January 31, 2017 amounts to 2,128,200 shares. This corresponds to a notional amount of € 2,128,200 in the nominal capital and consequently to 1.02% of adidas AG's nominal capital. The average purchase price per share was € 140.96. A total price of € 299,999,851 (excluding incidental purchasing costs) was paid to buy back the shares.

The total number of shares 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 amounts to 11,146,969 shares. This corresponds to a notional amount of € 11,146,969 in the nominal capital and consequently to 5.33% of adidas AG's nominal capital.

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