

Herzogenaurach, January 2, 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 – 8th Interim Announcement**

In the period from December 22, 2016 up to and including December 30, 2016, adidas AG bought back a total of 124,005 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 December 22, 2016 up to and including December 30, 2016 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) <sup>1)</sup>
December 22, 2016	22,396	144.6515
December 23, 2016	22,067	144.7073
December 27, 2016	22,141	145.1028
December 28, 2016	13,956	146.3620
December 29, 2016	22,245	147.6127
December 30, 2016	21,200	148.9555
<b>In total</b>	<b>124,005</b>	<b>146.2015</b>

<sup>1)</sup> 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 1,655,234 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 10,674,003 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