

Herzogenaurach, November 16, 2016

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 – 1st Interim Announcement

In the period from November 8, 2016 up to and including November 11, 2016, adidas AG bought back a total of 449,524 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 November 8, 2016 up to and including November 11, 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) ¹⁾
November 8, 2016	72,579	136.7499
November 9, 2016	99,950	135.6123
November 10, 2016	148,800	133.1381
November 11, 2016	128,195	133.6502
In total	449,524	134.4174

¹⁾ 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 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 9,468,293 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