

adidas AG



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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.

On October 24, 2014, BlackRock Financial Management, Inc., New York, NY, United States has informed us according to Article 21, Section 1 of the WpHG that via shares its Voting Rights on adidas AG, Herzogenaurach, Germany, have exceeded the 5% threshold of the Voting Rights on October 22, 2014 and on that day amounted to 5.02% (this corresponds to 10495036 Voting Rights).

2.73% of Voting Rights (this corresponds to 5710622 Voting Rights) are attributed to the company in accordance with Article 22, Section 1, Sentence 1, No. 1 of the WpHG (German Securities Trading Act).

0.004% of Voting Rights (this corresponds to 9193 Voting Rights) are attributed to the company in accordance with Article 22, Section 1, Sentence 1, No. 2 in connection with sentence 2 of the WpHG (German Securities Trading Act).

0.01% of Voting Rights (this corresponds to 21222 Voting Rights) are attributed to the company in accordance with Article 22, Section 1, Sentence 1, No. 6 of the WpHG (German Securities Trading Act).

2.47% of Voting Rights (this corresponds to 5159196 Voting Rights) are attributed to the company in accordance with Article 22, Section 1, Sentence 1, No. 6 in connection with sentence 2 of the WpHG (German Securities Trading Act).

Please note that the total amount stated above does not necessarily equal the sum of the detailed attributed holdings. This results from voting rights having multiple attributions within the BlackRock group structure.

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Company: adidas AG
Adi-Dassler-Straße 1
91074 Herzogenaurach
Germany
Internet: www.adidas-group.com
End of Announcement

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