

adidas AG



WKN: A1EWWW ISIN: DE000A1EWWW0 Land: Deutschland

Nachricht vom 22.01.2016 | 15:15

**adidas AG: Release according to Article 26, Section 1 of the WpHG [the German Securities Trading Act] with the objective of Europe-wide distribution**

DGAP Voting Rights Announcement: adidas AG  
 2016-01-22 / 15:15  
 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.

**Notification of Major Holdings**

**1. Details of issuer**  
 adidas AG  
 Adi-Dassler-Straße 1  
 91074 Herzogenaurach  
 Germany

**2. Reason for notification**

<input checked="" type="checkbox"/>	Acquisition/disposal of shares with voting rights
<input type="checkbox"/>	Acquisition/disposal of instruments
<input type="checkbox"/>	Change of breakdown of voting rights
<input type="checkbox"/>	Other reason:

**3. Details of person subject to the notification obligation**

Name:	City and country of registered office:
Albert Frère / Desmarais Family Trust	Montreal Canada

**4. Names of shareholder(s)**  
 holding directly 3% or more voting rights, if different from 3.  
 Groupe Bruxelles Lambert

**5. Date on which threshold was crossed or reached**  
 14.01.2016

**6. Total positions**

	% of voting rights attached to shares (total of 7.a.)	% of voting rights through instruments (total of 7.b.1 + 7.b.2)	total of both in % (7.a. + 7.b.)	total number of voting rights of issuer
Resulting situation	5.0001 %	0 %	5.0001 %	209216186
Previous notification	3.0003 %	%	%	/

**7. Notified details of the resulting situation**

**a. Voting rights attached to shares (Sec.s 21, 22 WpHG)**

ISIN	absolute		in %	
	direct (Sec. 21 WpHG)	indirect (Sec. 22 WpHG)	direct (Sec. 21 WpHG)	indirect (Sec. 22 WpHG)
DE000A1EWWW0		10461000	%	5.0001 %

<b>Total</b>	10461000	5.0001 %
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**b.1. Instruments according to Sec. 25 para. 1 No. 1 WpHG**

Type of instrument	Expiration or maturity date	Exercise or conversion period	Voting rights absolute	Voting rights in %
		<b>Total</b>		

**b.2. Instruments according to Sec. 25 para. 1 No. 2 WpHG**

Type of instrument	Expiration or maturity date	Exercise or conversion period	Cash or physical settlement	Voting rights absolute	Voting rights in %
			<b>Total</b>		

**8. Information in relation to the person subject to the notification obligation**

Person subject to the notification obligation is not controlled and does itself not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer (1.).
<input checked="" type="checkbox"/> Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity:

Name	% of voting rights (if at least held 3% or more)	% of voting rights through instruments (if at least held 5% or more)	Total of both (if at least held 5% or more)
Desmarais Family Trust	%	%	%
Pansolo Holding Inc	%	%	%
Power Corporation of Canada	%	%	%
171263 Canada Inc	%	%	%
Power Financial Corporation	%	%	%
Power Financial Europe BV	%	%	%
Parjointco NV	%	%	%
Pargesa Holding SA	%	%	%
Pargesa Netherlands BV	%	%	%
Groupe Bruxelles Lambert	5.0001 %	0 %	5.0001 %
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M. Albert Frere	%	%	%
Stichting AK Frère-Bourgeois	%	%	%
Financiere de la Sambre SA	%	%	%
Erbe SA	%	%	%
Loverval Finance SA	%	%	%
Kermadec SA	%	%	%
Parjointco NV	%	%	%
Pargesa Holding SA	%	%	%
Pargesa Netherlands BV	%	%	%
Groupe Bruxelles Lambert	5.0001 %	0 %	5.0001 %

**9. In case of proxy voting according to Sec. 22 para. 3 WpHG**

Date of general meeting:	
Holding position after general meeting:	% (equals voting rights)

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