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FOR IMMEDIATE RELEASE

October 1, 2014

adidas AG announces issuance of two Eurobonds

Herzogenaurach – With approval of the Supervisory Board, the Executive Board of adidas AG resolved to issue two Eurobonds of up to € 1 billion in total. The bonds will have a 7-year and a 12-year term, respectively. The issuance of these Eurobonds will mark adidas AG's first offering in this market since July 2009. The bonds will be listed on the Luxemburg Stock Exchange, and have denominations of € 1,000 each.

Proceeds from the offering will be used for general corporate purposes including, but not limited to, repayment of existing debt, pre-funding of future debt maturities, pension funding via a contractual trust agreement and returns to shareholders.

"Improving our financial efficiency as well as optimising our cost of capital are central to our capital management strategies," said Robin J. Stalker, CFO of the adidas Group. "This offering allows us to benefit from current low-cost financing opportunities in the Eurobond market and to secure attractive long-term financing."

Bayerische Landesbank, Deutsche Bank, JP Morgan, Mizuho and UniCredit are mandated as Joint Lead Managers on the transaction.

This notice is for information purposes only and is not an offer for sale or a solicitation of an offer to purchase the above-mentioned Eurobonds or any other security of adidas AG.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach/Germany, the Group employs more than 50,000 people across the globe and generated sales of € 14.5 billion in 2013.

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