

Herzogenaurach, January 23 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 – 11th Interim Announcement

In the period from January 16 2017 up to and including January 20, 2017, adidas AG bought back a total of 105,744 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 January 16, 2017 up to and including January 20, 2017 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⁾
January 16, 2017	21,357	148.3412
January 17, 2017	21,560	146.8879
January 18, 2017	21,142	149.5101
January 19, 2017	20,900	151.8469
January 20, 2017	20,785	152.0517
In total	105,744	149.7008

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 since November 8, 2016 within the framework of the third tranche of the share buyback programme thus amounts to 1,976,706 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 10,995,475 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