

**adidas AG
Herzogenaurach**

- ISIN: DE000A1EWW0 -

**Notification pursuant to § 30b section 1 number 2 German Securities Trading Act
(Wertpapierhandelsgesetz - WpHG)**

Agreement on subscription and tender rights in regard to treasury shares

On May 8, 2014, the Annual General Meeting of adidas AG resolved to authorise the Company's Executive Board to repurchase treasury shares up to an amount totalling 10% of the nominal capital valid on the date when the authorisation was resolved upon, or - if this amount is lower - on the date on which the authorisation is exercised for any lawful purpose, including cancellation, and within the legal frame. The authorisation is valid until May 7, 2019.

If the shares are repurchased through a public repurchase offer or through a public invitation to submit sales offers, and if such offers are over-subscribed, the repurchase shall be done on a pro-rata basis. Furthermore, the Company may provide for a preferred acquisition of up to 50 tendered shares per shareholder as well as a rounding of residual amounts in accordance with general commercial principles. Any potential tender rights held by shareholders are partially excluded in the aforementioned cases. If shareholders are granted pro-rata tender rights for the purpose of acquiring shares, fractions of tender rights do not have to be allocated. To this extent as well, any potential partial tender rights shall be excluded. To the extent that the repurchase is conducted using equity derivatives, any tender rights of shareholders as well as any shareholders' rights to conclude equity derivatives shall be excluded.

When reselling the shares acquired on the basis of the resolutions, the shareholders in general have subscription rights. The Executive Board is authorised, however, to exclude residual amounts from subscription rights in order to achieve an even subscription ratio. Further, subscription rights may be excluded in case of (i) selling to third parties in exchange for cash payment in accordance with § 186 section 3 sentence 4 German Stock Corporation Act (Aktiengesetz - AktG), (ii) selling to third parties as (partial) consideration for the acquisition of companies, parts of companies or participations in companies or other economic assets or within the scope of company mergers, (iii) selling to third parties as (partial) consideration for the assignment or licensing of intellectual property rights or intangible property rights in athletes, sports clubs or other persons, as for instance trademarks, names,

emblems, logos and designs, to the Company or one of its subsidiaries for purposes of marketing and/or developing the products of the Group, or (iv) using the shares for the purpose of meeting the subscription or conversion rights or obligations or the Company's right to delivery of shares arising from bonds with warrants and/or convertible bonds issued by the Company or a subsidiary of the Company in accordance with an authorisation granted by the Annual General Meeting. The Supervisory Board is authorised to exclude subscription rights if the shares are assigned or promised in the form of a share bonus within the context of Executive Board compensation.

Additionally, repurchased shares may be cancelled without any further resolution of the Annual General Meeting.

Further details can be found in the resolutions proposed by the Executive Board and the Supervisory Board, which were published on March 18, 2014 in the Federal Gazette concerning agenda items 8 and 9 of the Annual General Meeting of adidas AG.

Herzogenaurach, May 2014

adidas AG
The Executive Board