

adidas AG



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Disclosure Pursuant to Art. 4 Sec. 2 and 4 of the Regulation (EC) No. 2273/2003 Purchase of Treasury Shares / Announcement of Completion of First Tranche, and 5th Interim Announcement

adidas AG / share buyback

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FOR IMMEDIATE RELEASE

Herzogenaurach, December 15, 2014

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Purchase of Treasury Shares / Announcement of Completion of First Tranche, and 5th Interim Announcement

On November 6, 2014, adidas AG announced the commencement of a first tranche of the share buyback programme pursuant to Art. 4 Sec. 2 of Regulation (EC) No. 2273/2003 on November 7, 2014. The first tranche with an aggregate acquisition cost of up to EUR 300 million (excluding incidental purchasing costs), however in total no more than 6,000,000 treasury shares of the company, to be repurchased exclusively via the stock exchange over a period of time not to extend beyond January 30, 2015, was completed on December 12, 2014.

The total number of shares bought back by adidas AG within the framework of the share buyback programme in the time period from December 8, 2014 up to and including December 12, 2014 amounts to 1,375,204 shares.

The total number of shares which adidas AG bought back within the framework of the first tranche of the share buyback programme in the time period from November 7, 2014 up to and including December 12, 2014 amounts to 4,889,142 shares. This corresponds to a notional amount of EUR 4,889,142 in the nominal capital and consequently 2.34% of the company's nominal capital. The average purchase price per share was EUR 61.36. A total price of EUR 299,999,987 (excluding incidental purchasing costs) was paid to buy back the shares.

The purchase of the adidas AG shares was carried out by a bank assigned by adidas AG and exclusively on the electronic trading platform of the Frankfurt Stock Exchange (Xetra trading).

Further information pursuant to Art. 4 Sec. 3 and 4 of the Regulation (EC) No. 2273/2003 is available on the website

<http://www.adidas-group.com/s/sharebuyback>.

adidas AG reserves the right to continue the share buyback programme in the future with the parameters published in the ad hoc notification of October 1, 2014.

Herzogenaurach, December 15, 2014

adidas AG

The Executive Board

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