

EANS-Capital Market Information: adidas AG / Law amendment of securities according to article 30e Para. 1, No. 1 of the WpHG (German Securities Trading Act)

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Notice of conversion of no-par-value bearer shares to registered no-par-value shares and amendment of the stock exchange listing

- ISIN DE0005003404 (old) -
- ISIN DE000A1EWWW0 (new) -

On May 6th, 2010, the Annual General Meeting of adidas AG, Herzogenaurach, resolved to convert the Company's no-par-value bearer shares to registered no-par-value shares.

The corresponding amendments to the Articles of Association were entered into the Commercial Register of the Fuerth Local Court on July 13th, 2010. The Company's nominal capital in the amount of EUR 209,216,186.00 is now divided into 209,216,186 registered no-par-value shares with a computed value of the participation in the nominal capital of EUR 1.00 each.

Conversion to registered shares in depositories and on the stock exchange will be implemented on October 8th, 2010, after the stock markets close. No-par-value bearer shares of adidas AG held in bank depositories will be converted to registered no-par-value shares of adidas AG in a ratio of 1:1. At the same time, the stock exchange listing will be amended. In-process stock market orders that have not been executed by October 8th, 2010, will expire as a result of the conversion. From October 11th, 2010, adidas AG shares will be listed as adidas AG registered no-par-value shares in the regulated market of the stock exchanges in Berlin, Düsseldorf, Frankfurt am Main, Hamburg, Hanover, Munich and Stuttgart as well as in the sub-segment of the regulated market with additional follow-up obligations (Prime Standard) of the Frankfurt Stock Exchange. From this point in time onwards, only registered no-par-value shares of adidas AG under the new ISIN DE000A1EWWW0 will be deliverable exclusively through collective custody on the stock exchange.

The nominal capital, which is split into registered no-par-value shares, is securitised by a global certificate deposited with Clearstream Banking AG, Frankfurt am Main. The Company's shareholders participate in the collective holding of Company shares held by Clearstream Banking AG as part owners according to the proportion of their shareholding.

Conversion to registered no-par-value shares requires that a share register be kept, in which adidas AG shareholders are entered, giving their last and first name, date of birth and address as well as the number of adidas AG shares they hold. It is important for individual shareholders to be entered in the share register because only those shareholders who are entered in the Company's share register are considered by the Company to be shareholders and are thus authorised to participate in the General Meeting and exercise voting rights.

The legal position of the shareholders who are entered in the share register will not be affected by the conversion from bearer to registered shares held in collective custody. Their holding in the Company and the rights associated with their shares remain unchanged. Further, shareholders' rights to sell their shares are not limited or made more complicated; in particular, the transfer of shares does not require the approval of the Company.

DZ BANK AG Deutsche Zentral-Genossenschaftsbank, Frankfurt am Main

will act as the clearing agency.

Conversion from no-par-value bearer shares to registered no-par-value shares is free of charge for shareholders.

Herzogenaurach, October 2010

adidas AG
The Executive Board

Further inquiry note:

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