

adidas AG
Herzogenaurach

- ISIN: DE0005003404 -

Announcement
pursuant to § 30b section 1 No. 2 of the German Securities Trading Act
(Wertpapierhandelsgesetz - WpHG)

Contingent Capital

On May 6, 2010, the Annual General Meeting resolved to create a new amount of contingent capital (Contingent Capital 2010) and to change the Articles of Association accordingly. The resolution adopted by the Annual General Meeting on May 11, 2006 on the authorisation of the Executive Board to issue bonds with warrants and/or convertible bonds and on the creation of a contingent capital of EUR 20,000,000 as well as § 4 section 7 of the Articles of Association are cancelled.

The Annual General Meeting of May 6, 2010, has authorised the Executive Board, subject to Supervisory Board approval, to issue bearer bonds with warrants and/or convertible bearer bonds or registered bonds with warrants and/or registered convertible bonds once or several times by May 5, 2015 in an aggregate nominal value of up to EUR 1.500.000.000, with or without a limited term, and in accordance with the terms and/or conditions on these bonds with warrants and convertible bonds, to grant or issue option rights to the holders or creditors of the bonds with warrants or respectively conversion rights to the holders or creditors of the convertible bonds, which entitle or obligate the respective holder or creditor to purchase no-par-value bearer shares of the Company with a pro-rata amount of the nominal capital totalling up to EUR 36,000,000. The Executive Board may, subject to Supervisory Board approval, exclude shareholders' subscription rights for the cases stipulated in the authorisation. Moreover, the nominal capital is conditionally increased by a further amount of up to EUR 36,000,000 through issuance of no more than 36,000,000 new no-par-value bearer shares (Contingent Capital 2010).

For further details we refer to the announcement of the resolution proposed by the Executive Board and the Supervisory Board under item 10 of the agenda of the Annual General Meeting of adidas AG which was published in the electronic version of the Federal Gazette on March 16, 2010.

Herzogenaurach, May 2010

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THE EXECUTIVE BOARD