

EANS-Voting Rights: adidas AG / Release according to article 26, section 1 WpHG (Securities Trading Act) with the aim of Europe-wide distribution

Notification of voting rights transmitted by euro adhoc. The issuer is responsible for the content of this announcement.

Announcement according to Article 21, Section 1 of the WpHG (share)

1) On October 20, 2011, Mr. Garrett Thornburg, USA, notified us pursuant to article 21 section 1 WpHG (German Securities Trading Act) that the percentage of voting rights held by him in adidas AG (ISIN DE000A1EWWW0), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has exceeded the threshold of 3% on February 19, 2011 and on this date amounted to 3.1886% (6,671,000 shares with voting rights).

3.1886% (6,671,000 shares with voting rights) of the voting rights are to be attributed to Mr. Garrett Thornburg pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

2) On October 20, 2011, Thornburg Investment Management, Inc., Santa Fe, New Mexico, USA, notified us pursuant to article 21 section 1 WpHG that the percentage of voting rights held by them in adidas AG (ISIN DE000A1EWWW0), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has exceeded the threshold of 3% on February 19, 2011 and on this date amounted to 3.1886% (6,671,000 shares with voting rights).

3.1886% (6,671,000 shares with voting rights) of the voting rights are to be attributed to Thornburg Investment Management, Inc. pursuant to article 22 section 1 sentence 1 no. 6 WpHG.

3) On November 15, 2011, Thornburg International Value Fund, Wilmington, Delaware, USA, notified us pursuant to article 21 section 1 WpHG that the percentage of voting rights held by them in adidas AG (ISIN DE000A1EWWW0), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has exceeded the threshold of 3% on July 12, 2011 and on this date amounted to 3.05% (6,378,646 shares with voting rights).

4) On October 20, 2011, Mr. Garrett Thornburg, USA, notified us pursuant to article 21 section 1 WpHG that the percentage of voting rights held by him in adidas AG (ISIN DE000A1EWWW0), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has exceeded the threshold of 5% on July 13, 2011 and on this date amounted to 5.03% (10,527,146 shares with voting rights).

5.03% (10,527,146 shares with voting rights) of the voting rights are to be attributed to Mr. Garrett Thornburg pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

5) On October 20, 2011, Thornburg Investment Management, Inc., Santa Fe, New Mexico, USA, notified us pursuant to article 21 section 1 WpHG that the percentage of voting rights held by them in adidas AG (ISIN DE000A1EWWW0), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has exceeded the threshold of 5% on July 13, 2011 and on this date amounted to 5.03% (10,527,146 shares with voting rights).

5.03% (10,527,146 shares with voting rights) of the voting rights are to be attributed to Thornburg Investment Management, Inc. pursuant to article 22 section 1 sentence 1 no. 6 WpHG.

Herzogenaurach, November 17, 2011

adidas AG

The Executive Board

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