

**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)

Person/company obliged to make the notification:  
-----

~  
Name: BlackRock Group Limited  
Place: London  
State: United Kingdom  
~

BlackRock Group Limited, London, United Kingdom, notified us pursuant to article  
21 section 1 WpHG on March 22, 2013 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 March 20, 2013 and on this  
date amounted to 3.02% (6,317,959 shares with voting rights).

3.02% (6,317,959 shares with voting rights) of these voting rights are to be  
attributed to BlackRock Group Limited pursuant to article 22 section 1 sentence  
1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Herzogenaurach, March 25, 2013

adidas AG  
The Executive Board

Further inquiry note:

end of announcement

euro adhoc  
-----

~  
issuer: adidas AG

Adi-Dassler-Strasse 1  
D-91074 Herzogenaurach  
phone: +49 (0)9132 84-0  
FAX: +49 (0)9132 84-2241  
mail: investor.relations@adidas-group.com, agm-service@adidas-group.com  
WWW: <http://www.adidas-group.de>  
sector: Recreational & Sports goods  
ISIN: DE000A1EWWW0  
indexes: DAX, CDAX, HDAX, Prime All Share

~

stockmarkets: free trade: Hannover, Berlin, München, Hamburg, Düsseldorf,  
Stuttgart, regulated dealing/prime standard: Frankfurt  
language: English

Digital press kit: [http://www.ots.at/pressemappe/EASY\\_13664/aom](http://www.ots.at/pressemappe/EASY_13664/aom)

\*\*\*ORIGINAL APA-OTS TEXT - THE INFORMATION CONTAINED IN THIS PRESS  
RELEASE IS SUBJECT TO THE EXCLUSIVE RESPONSIBILITY OF THE ISSUER\*\*\*

OTE0007 2013-03-25/15:00

251500 Mär 13

Link zur Aussendung:

[http://www.ots.at/presseaussendung/OTE\\_20130325\\_OTE0007](http://www.ots.at/presseaussendung/OTE_20130325_OTE0007)