

Herzogenaurach, January 20, 2020

**adidas AG: Disclosure pursuant to Art. 5 Sec. 1 lit. b) and Sec. 3 of Regulation (EU) No. 596/2014 (MAR) in conjunction with Art. 2 Sec. 1, Sec. 2 and Sec. 3 of Commission Delegated Regulation (EU) No. 2016/1052 | 3<sup>rd</sup> Tranche – 2<sup>nd</sup> Interim Announcement**

In the announcement of January 7, 2020 pursuant to Art. 2 Sec. 1 of the Commission Delegated Regulation (EU) No. 2016/1052 it was communicated that the repurchase of shares would continue from January 7, 2020 within the framework of a third tranche.

The number of the shares bought back daily, and the daily volume-weighted average stock market prices of the shares are as follows:

Date	Number of shares bought back	Volume-weighted average stock market price paid (EUR) <sup>1)</sup>
January 13, 2020	11,776	310.1377
January 14, 2020	11,570	312.1971
January 15, 2020	11,368	314.5585
January 16, 2020	11,492	315.0604
January 17, 2020	12,046	312.9791
<b>In Total</b>	<b>58,252</b>	<b>312.9682</b>

1) Excluding incidental purchasing costs, rounded to four places according to commercial practice.

The total number of shares bought back within the third tranche since January 7, 2020 amounts to	<b>106,891</b>
The total number of shares bought back within the share buyback program 2018-2021 since March 22, 2018 (including 8,313,093 shares purchased in the first and second tranche) amounts to	<b>8,419,984</b>

Further information pursuant to Art. 5 Sec. 1 lit. b) and Sec. 3 of the Regulation (EU) No. 596/2014 in conjunction with Art. 2 Sec. 1, Sec. 2 and Sec. 3 of the Commission Delegated Regulation (EU) No. 2016/1052 is available online under <http://www.adidas-group.com/s/sharebuyback>.

The purchase of the adidas AG shares was carried out by a bank assigned by adidas AG and exclusively via the Frankfurt Stock Exchange (XETRA trading).

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adidas AG

The Executive Board