

Herzogenaurach, January 27, 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 | 3rd Tranche – 3rd 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) ¹⁾
January 20, 2020	12,270	310.2809
January 21, 2020	12,373	309.1880
January 22, 2020	11,700	314.5938
January 23, 2020	12,162	311.6869
January 24, 2020	11,860	314.1799
In Total	60,365	311.9421

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	167,256
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	8,480,349

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