

Herzogenaurach, January 14, 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 – 1st 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 7, 2020	12,918	294.5293
January 8, 2020	12,519	298.2482
January 9, 2020	11,572	307.7017
January 10, 2020	11,630	310.0194
In Total	48,639	302.3242

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	48,639
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	8,361,732

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