

Herzogenaurach, February 04, 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 – 4th 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 27, 2020 | 16,255 | 303.2732 |
| January 28, 2020 | 19,741 | 298.0346 |
| January 29, 2020 | 20,070 | 297.8181 |
| January 30, 2020 | 22,424 | 294.1044 |
| January 31, 2020 | 13,402 | 291.7741 |
| In Total | 91,892 | 297.0419 |

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

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| The total number of shares bought back within the third tranche since January 7, 2020 amounts to | 259,148 |
| 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 | 8,572,241 |

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