

adidas AG



WKN: A1EWWW ISIN: DE000A1EWWW0 Land: Deutschland

Nachricht vom 31.01.2020 | 09:50

## adidas AG: Release according to Article 40, Section 1 of the WpHG [the German Securities Trading Act] with the objective of Europe-wide distribution

adidas AG

31.01.2020 / 09:50

Dissemination of a Voting Rights Announcement transmitted by DGAP - a service of EQS Group AG.

The issuer is solely responsible for the content of this announcement.

### Notification of Major Holdings

#### 1. Details of issuer

Name:	adidas AG
Street:	Adi-Dassler-Straße 1
Postal code:	91074
City:	Herzogenaurach Germany
Legal Entity Identifier (LEI):	549300JSX0Z4CW0V5023

#### 2. Reason for notification

<input checked="" type="checkbox"/>	Acquisition/disposal of shares with voting rights
<input type="checkbox"/>	Acquisition/disposal of instruments
<input type="checkbox"/>	Change of breakdown of voting rights
<input type="checkbox"/>	Other reason:

#### 3. Details of person subject to the notification obligation

Legal entity:	FMR LLC
City of registered office, country:	Wilmington, Delaware, United States of America (USA)

#### 4. Names of shareholder(s)

holding directly 3% or more voting rights, if different from 3.

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#### 5. Date on which threshold was crossed or reached:

27 Jan 2020

#### 6. Total positions

	% of voting rights attached to shares (total of 7.a.)	% of voting rights through instruments (total of 7.b.1 + 7.b.2)	Total of both in % (7.a. + 7.b.)	Total number of voting rights pursuant to Sec. 41 WpHG
New	4.92 %	0.00 %	4.92 %	200416186
Previous notification	5.14 %	0.00 %	5.14 %	/

#### 7. Details on total positions

##### a. Voting rights attached to shares (Sec. 33, 34 WpHG)

ISIN	Absolute	In %

	Direct (Sec. 33 WpHG)	Indirect (Sec. 34 WpHG)	Direct (Sec. 33 WpHG)	Indirect (Sec. 34 WpHG)
DE000A1EWWO		9,870,500	%	4.92 %
<b>Total</b>	9,870,500		4.92 %	

**b.1. Instruments according to Sec. 38 (1) no. 1 WpHG**

Type of instrument	Expiration or maturity date	Exercise or conversion period	Voting rights absolute	Voting rights in %
				%
		<b>Total</b>		%

**b.2. Instruments according to Sec. 38 (1) no. 2 WpHG**

Type of instrument	Expiration or maturity date	Exercise or conversion period	Cash or physical settlement	Voting rights absolute	Voting rights in %
					%
					%
		<b>Total</b>			%

**8. Information in relation to the person subject to the notification obligation**

<input type="checkbox"/>	Person subject to the notification obligation is not controlled nor does it control any other undertaking(s) that directly or indirectly hold(s) an interest in the (underlying) issuer (1.).
<input checked="" type="checkbox"/>	Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity:

Name	% of voting rights (if at least 3% or more)	% of voting rights through instruments (if at least 5% or more)	Total of both (if at least 5% or more)
FMR LLC	%	%	%
FIAM Holdings LLC.	%	%	%
FIAM LLC	%	%	%
FMR LLC	%	%	%
FIAM Holdings LLC.	%	%	%
Fidelity Institutional Asset Management Trust Company	%	%	%
FMR LLC	%	%	%
Fidelity Management & Research Company LLC	4.79 %	%	%
FMR LLC	%	%	%
Fidelity Advisory Holdings LLC	%	%	%
Strategic Advisers LLC	%	%	%

**9. In case of proxy voting according to Sec. 34 para. 3 WpHG**

(only in case of attribution of voting rights in accordance with Sec. 34 para. 1 sent. 1 No. 6 WpHG)

Date of general meeting:

Holding total positions after general meeting (6.) after annual general meeting:

Proportion of voting rights	Proportion of instruments	Total of both
%	%	%

**10. Other explanatory remarks:**

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Date

29 Jan 2020
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Language:	English
Company:	adidas AG Adi-Dassler-Straße 1 91074 Herzogenaurach Germany
Internet:	<a href="http://www.adidas-group.com">www.adidas-group.com</a>

End of News	DGAP News Service
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