

adidas AG
Herzogenaurach

- ISIN: DE000A1EWWW0 -

Announcement
pursuant to § 30b section 1 No. 2 of the German Securities Trading Act
(Wertpapierhandelsgesetz - WpHG)

Agreement on subscription rights with regard to authorised capital

On May 8, 2013, the Annual General Meeting of adidas AG resolved to create three new amounts of authorised capital, the Authorised Capital 2013/I, the Authorised Capital 2013/II and the Authorised Capital 2013/III and to change the Articles of Association accordingly.

Authorised Capital 2013/I:

The Executive Board shall be entitled for a duration of five years effective from the entry of this authorisation with the commercial register, to increase the nominal capital, subject to Supervisory Board approval, by issuing new shares against contributions in cash once or several times by no more than EUR 50,000,000 altogether (Authorised Capital 2013/I). The shareholders may also be granted the statutory subscription right by offering the new shares to one or several credit institutions or other companies as defined by § 186 section 5 sentence 1 AktG or to a group or a syndicate of banks and/or such companies with the obligation to offer them to the shareholders for subscription (indirect subscription right). The Executive Board is authorised, subject to approval by the Supervisory Board, to exclude residual amounts from the shareholders' subscription rights.

The Authorised Capital 2009/I, hitherto provided for in § 4 section 2 of the Articles of Association and limited in duration until July 22, 2014, was cancelled when the new authorisation and the according amendment to the Articles of Association came into effect.

Authorised Capital 2013/II:

The Executive Board shall be entitled for a duration of three years effective from the entry of this authorisation with the commercial register, to increase the nominal capital, subject to Supervisory Board approval, by issuing new shares against contributions in kind once or several times by no more than EUR 25,000,000

altogether (Authorised Capital 2013/II). The Executive Board may, subject to Supervisory Board approval, exclude shareholders' subscription rights.

The Authorised Capital 2011, hitherto provided for in § 4 section 3 of the Articles of Association and limited in duration until July 5, 2014, was cancelled when the new authorisation and the according amendment to the Articles of Association came into effect.

Authorised Capital 2013/III:

The Executive Board shall be entitled for a duration of five years effective from the entry of this authorisation with the commercial register, to increase the nominal capital, subject to Supervisory Board approval, by issuing new shares against contributions in cash once or several times by no more than EUR 20,000,000 altogether (Authorised Capital 2013/III). The shareholders may also be granted the statutory subscription right by offering the new shares to one or several credit institutions or other companies as defined by § 186 section 5 sentence 1 AktG or to a group or a syndicate of banks and/or such companies with the obligation to offer them to the shareholders for subscription (indirect subscription right). The Executive Board may, subject to Supervisory Board approval, exclude residual amounts from shareholders' subscription rights. Additionally, the Executive Board may, subject to Supervisory Board approval, exclude shareholders' subscription rights when issuing the new shares at a value not essentially below the stock exchange value of shares with the same features; this can also be associated with the listing of the company's shares on a foreign stock exchange. The authorisation to exclude subscription rights pursuant to the previous sentence may, however, only be used to the extent that the pro-rata amount of the new shares in the nominal capital together with the pro-rata amount in the nominal capital of other shares which have been issued by the Company since May 8, 2013, subject to the exclusion of subscription rights pursuant to or in accordance with § 186 section 3 sentence 4 AktG on the basis of an authorised capital or following a repurchase or for which option or conversion rights have been granted after May 8, 2013, through the issuance of convertible bonds and/or bonds with warrants, with subscription rights excluded pursuant to § 186 section 3 sentence 4 AktG, does not exceed 10% of the nominal capital existing on the date of the entry of this authorisation with the commercial register or – if this amount is lower – as of the respective date on which the authorisation is utilised.

The Authorised Capital 2010, hitherto provided for in § 4 section 4 of the Articles of Association and limited in duration until July 13, 2015, was cancelled when the new authorisation and the according amendment to the Articles of Association came into effect.

The complete wording of the resolutions under agenda items 6, 7 and 8 can be taken from the agenda of the Annual General Meeting of adidas AG published in the Federal Gazette on March 19, 2013.

The according resolutions regarding the creation of the amounts of authorised capital were entered in the Commercial Register at the Local Court Fuerth (HRB 3868) on 1 July 2013.

Herzogenaurach, July 2013

adidas AG
THE EXECUTIVE BOARD