

## INFORMATION PURSUANT TO § 125 AKTG IN CONJUNCTION WITH THE IMPLEMENTING REGULATION (EU) 2018/1212 ('EU-IR')

TYPE OF INFORMATION	INFORMATION
<b>A. Specification of the message</b>	
<b>1. Unique identifier of the event</b>	Annual General Meeting of adidas AG 2023  (Formal specification according to EU-IR: f76d2c53dae0ec11812f005056888925)
<b>2. Type of message:</b>	Convocation of the Annual General Meeting  (Formal specification according to EU-IR: NEWM)
<b>B. Specification of the issuer</b>	
<b>1. ISIN</b>	DE000A1EWW0
<b>2. Name of issuer</b>	adidas AG
<b>C. Specification of the meeting</b>	
<b>1. Date of the General Meeting:</b>	May 11, 2023  (Formal specification according to EU-IR: 20230511)
<b>2. Time of the General Meeting (start):</b>	10:00 a.m. CEST  (Formal specification according to EU-IR: 8:00 a.m. UTC)
<b>3. Type of the General Meeting</b>	Ordinary General Meeting with physical presence of shareholders or their representatives.  (Formal specification according to EU-IR: GMET)
<b>4. Location of the General Meeting</b>	Location of the Annual General Meeting with physical presence of shareholders or their representatives:  Stadthalle Fürth, Rosenstrasse 50, 90762 Fürth, Germany  URL to the Company's shareholder portal for following the Annual General Meeting via video and audio stream: <a href="http://www.adidas-group.com/agm">www.adidas-group.com/agm</a>  (Formal specification according to EU-IR: Stadthalle Fürth, Rosenstrasse 50, 90762 Fürth, Germany)

TYPE OF INFORMATION	INFORMATION
<b>5. Record date (technical record date)</b>	<p>May 4, 2023, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC)</p> <p>The shareholding as entered in the share register at the date of the Annual General Meeting is relevant for the right to participate in and exercise voting rights at the Annual General Meeting, irrespective of the balances in the security account. Instructions to make changes to the share register received by the Company after the deadline for registration in the period from May 5, 2023, to May 11, 2023, (each including) will not be processed and considered until after the Annual General Meeting on May 11, 2023.</p> <p>The technical record date is therefore the end of May 4, 2023.</p> <p><b>(Formal specification according to EU-IR: 20230504)</b></p>
<b>6. Uniform Resource Locator (URL)</b>	<a href="http://www.adidas-group.com/agm">www.adidas-group.com/agm</a>
<b>D. Participation in the General Meeting</b>	
<b>1. Method of participation by shareholder</b>	<p>Personal attendance at the location Participation through representatives Exercising the right to vote by electronic postal vote</p> <p>The location of the General Meeting is Stadthalle Fürth, Rosenstraße 50, 90762 Fürth, Germany. The broadcast by means of audio and video transmission is publicly available at <a href="http://www.adidas-group.com/agm">www.adidas-group.com/agm</a>.</p> <p><b>(Formal specification according to EU-IR: PH, PX, EV)</b></p>
<b>2. Issuer deadline for the notification of participation</b>	<p>Registration for Annual General Meeting by May 4, 2023, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive</p> <p><b>(Formal specification according to EU-IR: 20230504; 10:00 p.m. UTC)</b></p>

TYPE OF INFORMATION	INFORMATION
3. Issuer deadline for voting	<p data-bbox="716 170 1425 306"><u>Personal attendance at the location</u> May 11, 2023, until the point in time determined by the Chairman at the Annual General Meeting <b>(Formal specification according to EU-IR: 20230511)</b></p> <p data-bbox="716 348 1425 632"><u>Exercising the right to vote by electronic postal vote</u> - via the shareholder portal at <a href="http://www.adidas-group.com/agm-service">www.adidas-group.com/agm-service</a>: May 11, 2023, until the point in time determined by the Chairman at the Annual General Meeting <b>(Formal specification according to EU-IR: 20230511: until the point in time determined by the Chairman at the Annual General Meeting)</b></p> <p data-bbox="716 674 1425 1241"><u>Exercising the right to vote by granting power of representation and giving instructions to the proxies appointed by the Company</u> - in writing or text form by mail or e-mail: May 10, 2023, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive <b>(Formal specification according to EU-IR: 20230510: 10:00 p.m. UTC)</b> - electronically via the shareholder portal at <a href="http://www.adidas-group.com/agm-service">www.adidas-group.com/agm-service</a>: after May 10, 2023, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC) until the point in time determined by the Chairman at the Annual General Meeting <b>(Formal specification according to EU-IR: 20230511: until the point in time determined by the Chairman at the Annual General Meeting)</b></p> <p data-bbox="716 1283 1425 1671"><u>Granting power of representation to a third party</u> - No deadline determined by the issuer.</p> <p data-bbox="760 1388 1425 1671">In any case, power of representation must be granted by the point in time determined by the Chairman of the Annual General Meeting at the latest. The exercise of voting and other shareholder rights through representatives requires a timely registration for the Annual General Meeting. As regards the deadline for registration, see number 2 in this block D.</p>

TYPE OF INFORMATION	INFORMATION
<b>E. Agenda – Agenda Item 1</b>	
<b>1. Unique identifier of the agenda item</b>	1
<b>2. Title of the agenda item</b>	Presentation of the adopted annual financial statements of adidas AG and the approved consolidated financial statements, the combined Management Report of adidas AG and the adidas Group as of December 31, 2022, the proposal of the Executive Board on the appropriation of retained earnings as well as the Supervisory Board Report for the 2022 financial year
<b>3. Uniform Resource Locator (URL) of the materials</b>	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
<b>4. Vote</b>	
<b>5. Alternative voting options</b>	
<b>E. Agenda – Agenda Item 2</b>	
<b>1. Unique identifier of the agenda item</b>	2
<b>2. Title of the agenda item</b>	Resolution on the appropriation of retained earnings
<b>3. Uniform Resource Locator (URL) of the materials</b>	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
<b>4. Vote</b>	Binding vote <b>(Formal specification according to EU-IR: BV)</b>
<b>5. Alternative voting options</b>	Vote in favor Vote against Abstention <b>(Formal specification according to EU-IR: VF; VA; AB)</b>
<b>E. Agenda – Agenda Item 3</b>	
<b>1. Unique identifier of the agenda item</b>	3
<b>2. Title of the agenda item</b>	Resolution on the ratification of the actions of the Executive Board for the 2022 financial year
<b>3. Uniform Resource Locator (URL) of the materials</b>	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
<b>4. Vote</b>	Binding vote <b>(Formal specification according to EU-IR: BV)</b>
<b>5. Alternative voting options</b>	Vote in favor Vote against Abstention <b>(Formal specification according to EU-IR: VF; VA; AB)</b>

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<b>E. Agenda – Agenda Item 4</b>	
<b>1. Unique identifier of the agenda item</b>	4
<b>2. Title of the agenda item</b>	Resolution on the ratification of the actions of the Supervisory Board for the 2022 financial year
<b>3. Uniform Resource Locator (URL) of the materials</b>	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
<b>4. Vote</b>	Binding vote <b>(Formal specification according to EU-IR: BV)</b>
<b>5. Alternative voting options</b>	Vote in favor Vote against Abstention <b>(Formal specification according to EU-IR: VF; VA; AB)</b>
<b>E. Agenda – Agenda Item 5</b>	
<b>1. Unique identifier of the agenda item</b>	5
<b>2. Title of the agenda item</b>	Resolution on the approval of the Compensation Report
<b>3. Uniform Resource Locator (URL) of the materials</b>	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
<b>4. Vote</b>	Advisory vote <b>(Formal specification according to EU-IR: AV)</b>
<b>5. Alternative voting options</b>	Vote in favor Vote against Abstention <b>(Formal specification according to EU-IR: VF; VA; AB)</b>

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<b>E. Agenda – Agenda Item 6</b>	
<b>1. Unique identifier of the agenda item</b>	6
<b>2. Title of the agenda item</b>	Resolution on the amendment of § 19 of the Articles of Association (Place and Convocation of the General Meeting)
<b>3. Uniform Resource Locator (URL) of the materials</b>	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
<b>4. Vote</b>	Binding vote <b>(Formal specification according to EU-IR: BV)</b>
<b>5. Alternative voting options</b>	Vote in favor Vote against Abstention <b>(Formal specification according to EU-IR: VF; VA; AB)</b>
<b>E. Agenda – Agenda Item 7</b>	
<b>1. Unique identifier of the agenda item</b>	7
<b>2. Title of the agenda item</b>	Resolution on the amendment of § 20 of the Articles of Association (Participation in the General Meeting)
<b>3. Uniform Resource Locator (URL) of the materials</b>	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
<b>4. Vote</b>	Binding vote <b>(Formal specification according to EU-IR: BV)</b>
<b>5. Alternative voting options</b>	Vote in favor Vote against Abstention <b>(Formal specification according to EU-IR: VF; VA; AB)</b>

TYPE OF INFORMATION	INFORMATION
<b>E. Agenda – Agenda Item 8</b>	
<b>1. Unique identifier of the agenda item</b>	8
<b>2. Title of the agenda item</b>	Resolution on granting the authorization to purchase and use treasury shares pursuant to § 71 section 1 number 8 AktG including the authorization to exclude tender and subscription rights as well as to cancel purchased treasury shares and reduce the capital
<b>3. Uniform Resource Locator (URL) of the materials</b>	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
<b>4. Vote</b>	Binding vote <b>(Formal specification according to EU-IR: BV)</b>
<b>5. Alternative voting options</b>	Vote in favor Vote against Abstention <b>(Formal specification according to EU-IR: VF; VA; AB)</b>
<b>E. Agenda – Agenda Item 9</b>	
<b>1. Unique identifier of the agenda item</b>	9
<b>2. Title of the agenda item</b>	Resolution on granting the authorization to purchase treasury shares via multilateral trading facilities and to use equity derivatives in connection with the purchase of treasury shares pursuant to § 71 section 1 number 8 AktG as well as to exclude shareholders' tender and subscription rights
<b>3. Uniform Resource Locator (URL) of the materials</b>	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
<b>4. Vote</b>	Binding vote <b>(Formal specification according to EU-IR: BV)</b>
<b>5. Alternative voting options</b>	Vote in favor Vote against Abstention <b>(Formal specification according to EU-IR: VF; VA; AB)</b>

TYPE OF INFORMATION	INFORMATION
<b>F. Shareholder right – Requests for additions to the agenda pursuant to § 122 section 2 AktG</b>	
<b>1. Object of deadline</b>	Submission of request for additions to the agenda
<b>2. Applicable issuer deadline</b>	April 10, 2023, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive  <b>(Formal specification according to EU-IR: 20230410; 10:00 p.m. UTC)</b>
<b>F. Shareholder right – Countermotion pursuant to § 126 section 1 AktG</b>	
<b>1. Object of deadline</b>	Submission of countermotion regarding a specific agenda item
<b>2. Applicable issuer deadline</b>	April 26, 2023, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive  <b>(Formal specification according to EU-IR: 20230426; 10:00 p.m. UTC)</b>
<b>F. Shareholder right – Nomination for election pursuant to § 127 AktG</b>	
<b>1. Object of deadline</b>	Submission of nomination for election of Supervisory Board members or auditors
<b>2. Applicable issuer deadline</b>	April 26, 2023, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive  <b>(Formal specification according to EU-IR: 20230426; 10:00 p.m. UTC)</b>
<b>F. Shareholder right – Right to information pursuant to § 131 section 1 AktG</b>	
<b>1. Object of deadline</b>	Request for information on matters of the Company
<b>2. Applicable issuer deadline</b>	May 11, 2023, from the beginning of the Annual General Meeting until the end of the general debate  <b>(Formal specification according to EU-IR: 20230511; from the beginning of the Annual General Meeting until the end of the end of the general debate)</b>
<b>F. Shareholder right – Objections against resolutions of the Annual General Meeting pursuant to § 245 AktG</b>	
<b>1. Object of deadline</b>	Objections against resolutions of the Annual General Meeting
<b>2. Applicable issuer deadline</b>	On May 11, 2023, from the beginning of the Annual General Meeting until the closure of the Annual General Meeting by the Chairman of the meeting  <b>(Formal specification according to EU-IR: 20230511; from the beginning of the Annual General Meeting until the closure of the Annual General Meeting by the Chairman of the meeting)</b>



TYPE OF INFORMATION	INFORMATION
<b>F. Shareholder right – Request for confirmation of counting of votes pursuant to § 129 section 5 AktG</b>	
<b>1. Object of deadline</b>	Request for confirmation of counting of votes
<b>2. Applicable issuer deadline</b>	June 11, 2023, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive  <b>(Formal specification according to EU-IR: 20230611; 10:00 p.m. UTC)</b>