adidas

FOR IMMEDIATE RELEASE

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adidas postpones 2020 Annual General Meeting

In accordance with orders issued by the relevant German authorities, which include a ban of large meetings in order to contain the further spreading of coronavirus, adidas AG has decided

to postpone this year's Annual General Meeting (AGM) until further notice.

With the health and safety of the company's employees, shareholders, consumers and partners remaining adidas' number one priority, the company resolved not to hold the AGM

as scheduled on May 14, 2020, in Fuerth (Bavaria). The AGM will be held within the legally

required timeframe in 2020, with the exact date to be communicated in due course. This

postponement will inevitably delay all resolutions from the AGM, including the resolution on the appropriation of retained earnings, which is a mandatory legal requirement for the

payment of the proposed dividend of € 3.85 per share.

Despite the temporary challenges posed by the coronavirus outbreak, the company remains

fully confident about its future growth prospects thanks to its healthy fundamentals and its

strong positioning within an attractive industry.

About adidas

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs around 59,500

people across the globe and generated sales of € 23.6 billion in 2019.

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