

## 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>	2022 virtual Annual General Meeting of adidas AG (Formal specification according to EU-IR: 2e4b6a31e7d8eb118121005056888925)
<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>	DE000A1EWWW0
<b>2. Name of issuer</b>	adidas AG
<b>C. Specification of the meeting</b>	
<b>1. Date of the General Meeting:</b>	May 12, 2022 (Formal specification according to EU-IR: 20220512)
<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 as virtual Annual General Meeting without the physical presence of shareholders or their representatives.  (Formal specification according to EU-IR: GMET)
<b>4. Location of the General Meeting</b>	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>  Location of the General Meeting pursuant to the German Stock Corporation Act: Adi-Dassler-Straße 1, 91074 Herzogenaurach, Germany  (Formal specification according to EU-IR: <a href="http://www.adidas-group.com/agm">www.adidas-group.com/agm</a> )

TYPE OF INFORMATION	INFORMATION
<b>5. Record date (technical record date)</b>	<p>May 5, 2022, 12:00 pm 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 6, 2022, to May 12, 2022 (each including) will not be processed and considered until after the Annual General Meeting on May 12, 2022.</p> <p>The technical record date is therefore the end of May 5, 2022.</p> <p><b>(Formal specification according to EU-IR: 20220505)</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>Exercising the right to vote by postal vote</p> <p>Exercising the right to vote by granting power of representation and giving instructions to the proxies appointed by the Company</p> <p>Following the virtual Annual General Meeting by means of audio and video stream</p> <p><b>(Formal specification according to EU-IR: EV, PX)</b></p>
<b>2. Issuer deadline for the notification of participation</b>	<p>Registration for Annual General Meeting by:</p> <p>May 5, 2022, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive</p> <p>The exercise of voting rights by postal vote or by granting power of representation and giving instructions to the proxies appointed by the Company requires registration in due time. The relevant deadlines for exercising these rights are set out under D. 3.</p> <p><b>(Formal specification according to EU-IR: 20220505; 10:00 p.m. UTC)</b></p>

TYPE OF INFORMATION	INFORMATION
<b>3. Issuer deadline for voting</b>	<p>Exercise of voting right by postal vote / exercise of voting right by granting power of representation and giving instructions to the proxies appointed by the Company / granting power of representation to third parties:</p> <ul style="list-style-type: none"> <li>- in writing or text form by mail or e-mail: May 11, 2022, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive</li> <li>- electronically via the shareholder portal (<a href="http://www.adidas-group.com/agm-service">http://www.adidas-group.com/agm-service</a>): after May 11, 2022, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC) until the beginning of the voting at the virtual Annual General Meeting</li> </ul> <p>Following the virtual Annual General Meeting by means of audio and video stream is possible on May 12, 2022 from 10:00 a.m. CEST (corresponds to 8:00 a.m. UTC) until the end of the Annual General Meeting.</p> <p><b>(Formal specification according to EU-IR: 20220511; 10:00 p.m. UTC)</b></p>

TYPE OF INFORMATION	INFORMATION
<b>E. Agenda – Agenda Item 1</b>	
1. Unique identifier of the agenda item	1
2. Title of the agenda item	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, 2021, the proposal of the Executive Board on the appropriation of retained earnings as well as the Supervisory Board Report for the 2021 financial year
3. Uniform Resource Locator (URL) of the materials	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
4. Vote	
5. Alternative voting options	
<b>E. Agenda – Agenda Item 2</b>	
1. Unique identifier of the agenda item	2
2. Title of the agenda item	Resolution on the appropriation of retained earnings
3. Uniform Resource Locator (URL) of the materials	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
4. Vote	Binding vote <b>(Formal specification according to EU-IR: BV)</b>
5. Alternative voting options	Vote in favor Vote against Abstention <b>(Formal specification according to EU-IR: VF; VA; AB)</b>
<b>E. Agenda – Agenda Item 3</b>	
1. Unique identifier of the agenda item	3
2. Title of the agenda item	Resolution on the ratification of the actions of the Executive Board for the 2021 financial year
3. Uniform Resource Locator (URL) of the materials	<a href="http://www.adidas-group.com/agm">http://www.adidas-group.com/agm</a>
4. Vote	Binding vote <b>(Formal specification according to EU-IR: BV)</b>
5. Alternative voting options	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 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 2021 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 § 18 of the Articles of Association regarding the adjustment of the compensation of the Supervisory Board members and on the compensation system for the Supervisory Board members
<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 revocation of the authorization to issue bonds with warrants and/or convertible bonds of May 9, 2018 as well as the cancelation of the Contingent Capital 2018, on the creation of a new authorization to issue bonds with warrants and/or convertible bonds and to exclude subscription rights and the simultaneous creation of a Contingent Capital 2022 as well as on the respective amendment of the Articles of Association
<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 8</b>	
<b>1. Unique identifier of the agenda item</b>	8
<b>2. Title of the agenda item</b>	Resolution on the appointment of the auditor and Group auditor as well as of the auditor for a possible audit review of the half year financial 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>	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 the appointment of the auditor and Group auditor as well as of the auditor for a possible audit review of the half year financial report for the 2023 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>

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 11, 2022, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive ( <b>Formal specification according to EU-IR: 20220411; 10:00 p.m. UTC</b> )
<b>F. Shareholder right – Countermotion in pursuant to § 126 section 1 AktG</b>	
<b>1. Object of deadline</b>	Submission of countermotion regarding resolution proposals for the agenda items
<b>2. Applicable issuer deadline</b>	April 27, 2022, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive ( <b>Formal specification according to EU-IR: 20220427; 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 27, 2022, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive ( <b>Formal specification according to EU-IR: 20220427; 10:00 p.m. UTC</b> )
<b>F. Shareholder right – Right to ask questions pursuant to § 1 section 2 sentence 1 no. 3 in conjunction with Sentence 2 COVID-19 Act</b>	
<b>1. Object of deadline</b>	Electronic submission of questions
<b>2. Applicable issuer deadline</b>	May 10, 2022, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive ( <b>Formal specification according to EU-IR: 20220510; 10:00 p.m. UTC</b> )
<b>F. Shareholder right – Possibility to submit statements</b>	
<b>1. Object of deadline</b>	Electronic submission of statements via the shareholder portal
<b>2. Applicable issuer deadline</b>	May 9, 2022, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive ( <b>Formal specification according to EU-IR: 20220509; 10:00 p.m. UTC</b> )



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<b>F. Shareholder right – Objection recorded in the minutes pursuant to § 245 no. 1 AktG, § 1 section 2 sentence 1 no. 4 COVID-19 Act</b>	
<b>1. Object of deadline</b>	Electronic submission of objections against resolutions of the Annual General Meeting
<b>2. Applicable issuer deadline</b>	On May 12, 2022, from the opening of the Annual General Meeting until the closure of the Annual General Meeting by the chairman of the meeting
<b>F. Shareholder right – 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 12, 2022, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive <b>(Formal specification according to EU-IR: 20220612; 10:00 p.m. UTC)</b>