

Information pursuant to § 125 AktG in conjunction with the
Implementing Regulation (EU) 2018/1212 ('EU-IR')

Type of information	Information
A. Specification of the message	
1. Unique identifier of the event	2024 Annual General Meeting of adidas AG (Formal specification according to EU-IR: 85e8dcfa0d98ee11b52d00505696f23c)
2. Type of message	Convocation of the General Meeting (Formal specification according to EU-IR: NEWM)
B. Specification of the issuer	
1. ISIN	DE000A1EWWW0
2. Name of issuer	adidas AG
C. Specification of the meeting	
1. Date of General Meeting	May 16, 2024 (Formal specification according to EU-IR: 20240516)
2. Time of the General Meeting	10:00 a.m. CEST (Formal specification according to EU-IR: 8:00 a.m. UTC)
3. Type of the General Meeting	Ordinary General Meeting with physical presence of shareholders or their representatives (Formal specification according to EU-IR: GMET)
4. Location of the General Meeting	Location of the 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 General Meeting via video and audio stream and for exercising shareholder rights: www.adidas-group.com/agm (Formal specification according to EU-IR: Stadthalle Fürth, Rosenstrasse 50, 90762 Fürth, Germany)

Type of information	Information
5. Record date (technical record date)	<p>May 9, 2024, 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 General Meeting is relevant for the right to participate in and exercise voting rights at the 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 10, 2024, to May 16, 2024, (each including) will not be processed and considered until after the General Meeting on May 16, 2024.</p> <p>The technical record date is therefore the end of May 9, 2024.</p> <p>(Formal specification according to EU-IR: 20240509)</p>
6. Uniform Resource Locator (URL)	www.adidas-group.com/agm
D. Participation in the General Meeting	
1. Method of participation by shareholder	<p>Participation in person Participation through proxy Voting by electronic postal vote</p> <p>The location of the General Meeting is Stadthalle Fürth, Rosenstrasse 50, 90762 Fürth, Germany. The video and audio transmission of the entire General Meeting is accessible to the public under www.adidas-group.com/agm.</p> <p>(Formal specification according to EU-IR: PH, PX, EV)</p>
2. Issuer deadline for the notification of participation	<p>Registration for the Annual General Meeting by May 9, 2024, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive</p> <p>(Formal specification according to EU-IR: 20240509; 10 p.m. UTC)</p>

Type of information	Information
3. Issuer deadline for voting	<p><u>Participation in person</u> May 16, 2024, until the point in time determined by the Chairman at the General Meeting (Formal specification according to EU-IR: 20240516)</p> <p><u>Exercise of voting right by electronic postal vote</u> Via shareholder portal at www.adidas-group.com/agm-service: May 16, 2024, until the point in time determined by the Chairman at the General Meeting. (Formal specification according to EU-IR: 20240516; until the point in time determined by the Chairman at the General Meeting)</p> <p><u>Exercise of voting right by granting power of representation and giving instructions to the proxies appointed by the Company</u></p> <ul style="list-style-type: none"> - in writing or text form by mail or e-mail: May 15, 2024, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive (Formal specification according to EU-IR: 20240515; 10:00 p.m. UTC) - Electronically via shareholder portal at www.adidas-group.com/agm-service: after May 15, 2024, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), until the point in time determined by the Chairman at the General Meeting (Formal specification according to EU-IR: 20240516; until the point in time determined by the Chairman at the General Meeting) <p><u>Granting power of representation to third parties</u> No deadline set by the issuer.</p> <p>In any case, power of representation must be granted by the point in time determined by the Chairman at the General Meeting at the latest. Voting rights and other shareholder rights may only be exercised by representatives if the shareholder registered for the General Meeting in due time. As regards the deadline for registration, see D.2.</p>

Type of information	Information
E. Agenda – Agenda item 1	
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, 2023, the proposal of the Executive Board on the appropriation of retained earnings as well as the Supervisory Board Report for the 2023 financial year
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	
5. Alternative voting options	
E. Agenda – Agenda item 2	
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	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)
E. Agenda – Agenda item 3	
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 2023 financial year
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)
Type of information	Information

E. Agenda – Agenda item 4	
1. Unique identifier of the agenda item	4
2. Title of the agenda item	Resolution on the ratification of the actions of the Supervisory Board for the 2023 financial year
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)
E. Agenda – Agenda item 5	
1. Unique identifier of the agenda item	5
2. Title of the agenda item	Resolution on the approval of the Compensation Report
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Advisory vote (Formal specification according to EU-IR: AV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)

Type of information	Information
E. Agenda – Agenda item 6	
1. Unique identifier of the agenda item	6
2. Title of the agenda item	Resolution on the approval of the compensation system for the members of the Executive Board
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Advisory vote (Formal specification according to EU-IR: AV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)
E. Agenda – Agenda item 7	
1. Unique identifier of the agenda item	7.1
2. Title of the agenda item	Supervisory Board elections: Ian Gallienne (until 2026)
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)
E. Agenda – Agenda item 7	
1. Unique identifier of the agenda item	7.2
2. Title of the agenda item	Supervisory Board elections: Jackie Joyner-Kersey (until 2028)
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)

Type of information	Information
E. Agenda – Agenda item 7	
1. Unique identifier of the agenda item	7.3
2. Title of the agenda item	Supervisory Board elections: Christian Klein (until 2028)
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)
E. Agenda – Agenda item 7	
1. Unique identifier of the agenda item	7.4
2. Title of the agenda item	Supervisory Board elections: of Thomas Rabe (until 2025)
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)
E. Agenda – Agenda item 7	
1. Unique identifier of the agenda item	7.5
2. Title of the agenda item	Supervisory Board elections: Nassef Sawiris (until 2026)
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)

Type of information	Information
E. Agenda – Agenda item 7	
1. Unique identifier of the agenda item	7.6
2. Title of the agenda item	Supervisory Board elections: Bodo Uebber (until 2027)
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)
E. Agenda – Agenda item 7	
1. Unique identifier of the agenda item	7.7
2. Title of the agenda item	Supervisory Board elections: Jing Ulrich (until 2027)
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)
E. Agenda – Agenda item 7	
1. Unique identifier of the agenda item	7.8
2. Title of the agenda item	Supervisory Board elections: Oliver Mintzlaff (until 2028)
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)

Type of information	Information
E. Agenda – Agenda item 8	
1. Unique identifier of the agenda item	8
2. Title of the agenda item	Resolution on the appointment of the auditor and Group auditor for the 2024 financial year as well as of the auditor for a possible audit review of the half year financial report for the 2024 financial year
3. Uniform Resource Locator (URL) of the materials	http://www.adidas-group.com/agm
4. Voting	Binding vote (Formal specification according to EU-IR: BV)
5. Alternative voting options	Vote in favor Vote against Abstention (Formal specification according to EU-IR: VF; VA; AB)
F. Shareholder right – Requests for additions to the agenda pursuant to § 122 section 2 AktG	
1. Object of deadline	Submission of requests for adding items to the agenda
2. Applicable issuer deadline	April 15, 2024, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive (Formal specification according to EU-IR: 20240415; 10:00 p.m. UTC)
F. Shareholder right – Countermotion pursuant to § 126 section 1 AktG	
1. Object of deadline	Submission of countermotion regarding a particular agenda item
2. Applicable issuer deadline	May 1, 2024, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive (Formal specification according to EU-IR: 20240501; 10:00 p.m. UTC)
F. Shareholder right – Nomination for election pursuant to § 127 AktG	
1. Object of deadline	Submission of a proposal for the election of Supervisory Board members or the appointment of the auditor
2. Applicable issuer deadline	May 1, 2024, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive (Formal specification according to EU-IR: 20240501; 10:00 p.m. UTC)

Type of information	Information
F. Shareholder right – Right to information pursuant to § 131 section 1 AktG	
1. Object of deadline	Request for information on matters of the Company
2. Applicable issuer deadline	May 16, 2024, from the opening of the General Meeting until the closure of the general debate (Formal specification according to EU-IR: 20240516; from the opening of the General Meeting until the closure of the general debate)
F. Shareholder right – Objection against resolutions of the General Meeting pursuant to § 245 AktG	
1. Object of deadline	Objection against resolutions of the General Meeting
2. Applicable issuer deadline	On May 16, 2024, from the opening of the General Meeting until the closure of the General Meeting by the Chairman of the General Meeting (Formal specification according to EU-IR: 20240516; from the opening of the General Meeting until the closure of the General Meeting by the Chairman of the General Meeting)
F. Shareholder right – Request for confirmation of counting of votes pursuant to § 129 section 5 AktG	
1. Object of deadline	Request for confirmation of counting of votes
2. Applicable issuer deadline	June 16, 2024, 12:00 p.m. CEST (corresponds to 10:00 p.m. UTC), time of receipt is decisive (Formal specification according to EU-IR: 20240616; 10 p.m. UTC)