

adidas AG		
<h1 style="margin: 0;">adidas</h1>		
WKN: A1EWWW	ISIN: DE000A1EWWW0	Land: Deutschland

Nachricht vom 21.11.2018 | 14:30

adidas AG: Release according to Article 40, Section 1 of the WpHG [the German Securities Trading Act] with the objective of Europe-wide distribution

adidas AG
 21.11.2018 / 14:30
 Dissemination of a Voting Rights Announcement transmitted by DGAP - a service of EQS Group AG.
 The issuer is solely responsible for the content of this announcement.

Notification of Major Holdings

1. Details of issuer

Name:	adidas AG
Street:	Adi-Dassler-Straße 1
Postal code:	91074
City:	Herzogenaurach Germany
Legal Entity Identifier (LEI):	549300JSX0Z4CW0V5023

2. Reason for notification

<input type="checkbox"/>	Acquisition/disposal of shares with voting rights
<input type="checkbox"/>	Acquisition/disposal of instruments
<input type="checkbox"/>	Change of breakdown of voting rights
<input checked="" type="checkbox"/>	Other reason: Voluntary group notification with triggered threshold on subsidiary level.

3. Details of person subject to the notification obligation

Natural person (first name, surname): Albert Frère
Date of birth: 04 Feb 1926

4. Names of shareholder(s)
 holding directly 3% or more voting rights, if different from 3.

Theo Capital S.à r.l.

5. Date on which threshold was crossed or reached:

19 Nov 2018

6. Total positions

	% of voting rights attached to shares (total of 7.a.)	% of voting rights through instruments (total of 7.b.1 + 7.b.2)	Total of both in % (7.a. + 7.b.)	Total number of voting rights pursuant to Sec. 41 WpHG
New	7.83 %	0 %	7.83 %	200416186
Previous notification	7.50 %	0 %	7.50 %	/

7. Details on total positions

a. Voting rights attached to shares (Sec. 33, 34 WpHG)

ISIN	Absolute	In %

	Direct (Sec. 33 WpHG)	Indirect (Sec. 34 WpHG)	Direct (Sec. 33 WpHG)	Indirect (Sec. 34 WpHG)
DE000A1EWWO		15694711	%	7.83 %
Total		15694711		7.83 %

b.1. Instruments according to Sec. 38 (1) no. 1 WpHG

Type of instrument	Expiration or maturity date	Exercise or conversion period	Voting rights absolute	Voting rights in %
				%
				%
		Total		%

b.2. Instruments according to Sec. 38 (1) no. 2 WpHG

Type of instrument	Expiration or maturity date	Exercise or conversion period	Cash or physical settlement	Voting rights absolute	Voting rights in %
					%
					%
			Total		%

8. Information in relation to the person subject to the notification obligation

<input type="checkbox"/>	Person subject to the notification obligation is not controlled nor does it control any other undertaking(s) that directly or indirectly hold(s) an interest in the (underlying) issuer (1.).
<input checked="" type="checkbox"/>	Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity:

Name	% of voting rights (if at least 3% or more)	% of voting rights through instruments (if at least 5% or more)	Total of both (if at least 5% or more)
Albert Frère	%	%	%
Stichting Administratiekantoor Frère-Bourgeois	%	%	%
Frère-Bourgeois SA	%	%	%
Financière de la Sambre	%	%	%
Kermadec SA	%	%	%
Parjointco NV	%	%	%
Pargesa Holding SA	%	%	%
Pargesa Netherlands BV	%	%	%
Groupe Bruxelles Lambert	%	%	%
GBL Verwaltung S.A.	%	%	%
Theo Capital S.à r.l	7.82 %	%	7.82 %
Albert Frère	%	%	%
Stichting Administratiekantoor Frère-Bourgeois	%	%	%
Frère-Bourgeois SA	%	%	%
Financière de la Sambre	%	%	%
Kermadec SA	%	%	%
Parjointco NV	%	%	%
Pargesa Holding SA	%	%	%
Pargesa Netherlands BV	%	%	%
Groupe Bruxelles Lambert	%	%	%
Brussels Securities SA	%	%	%
FINPAR SA	%	%	%

9. In case of proxy voting according to Sec. 34 para. 3 WpHG

(only in case of attribution of voting rights in accordance with Sec. 34 para. 1 sent. 1 No. 6 WpHG)

Date of general meeting:

Holding total positions after general meeting (6.) after annual general meeting:

Proportion of voting rights	Proportion of instruments	Total of both
%	%	%

10. Other explanatory remarks:

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Date

19 Nov 2018

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