

adidas AG		
<h1>adidas</h1>		
WKN: A1EWWW	ISIN: DE000A1EWWW0	Land: Deutschland

Nachricht vom 08.02.2018 | 13:00

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
 08.02.2018 / 13:00
 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

adidas AG Adi-Dassler-Straße 1 91074 Herzogenaurach Germany
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2. Reason for notification

<input checked="" 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

Name:	City and country of registered office:
Mr Albert Frère, Date of birth: 04 Feb 1926	

4. Names of shareholder(s)

holding directly 3% or more voting rights, if different from 3.

Groupe Bruxelles Lambert

5. Date on which threshold was crossed or reached:

28 Dec 2017

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 of issuer
Resulting situation	7.50 %	0 %	7.50 %	209216186
Previous notification	5.001 %	0 %	5.001 %	/

7. Notified details of the resulting situation

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

ISIN	absolute		in %	
	direct (Sec. 33 WpHG)	indirect (Sec. 34 WpHG)	direct (Sec. 33 WpHG)	indirect (Sec. 34 WpHG)

DE000A1EWWO	0	15694711	0 %	7.50 %
Total		15694711		7.50 %

b.1. Instruments according to Sec. 38 para. 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 para. 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

Person subject to the notification obligation is not controlled and does itself not control any other undertaking(s) holding directly or indirectly 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 held 3% or more)	% of voting rights through instruments (if at least held 5% or more)	Total of both (if at least held 5% or more)
M. Albert Frère	%	%	%
Stichting A.K. Frère-Bourgeois	%	%	%
Frère-Bourgeois SA	%	%	%
Financière de la Sambre SA	%	%	%
Kermadec SA	%	%	%
Parjointco NV	%	%	%
Pargesa Holding SA	%	%	%
Pargesa Netherlands BV	%	%	%
Groupe Bruxelles Lambert	5.71 %	%	5.71 %
GBL Energy S.à.r.l	%	%	%
M. Albert Frère	%	%	%
Stichting A.K. Frère-Bourgeois	%	%	%
Frère-Bourgeois SA	%	%	%
Financière de la Sambre SA	%	%	%
Kermadec SA	%	%	%
Parjointco NV	%	%	%
Pargesa Holding SA	%	%	%
Pargesa Netherlands BV	%	%	%
Groupe Bruxelles Lambert	5.71 %	%	5.71 %
Brussels Securities SA	%	%	%
FINPAR SA	%	%	%

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

Date of general meeting:	
Holding position after general meeting:	% (equals voting rights)

10. Other explanatory remarks:

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