

# adidas

WKN: A1EWWW ISIN: DE000A1EWWW0 Land: Deutschland

## 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

20.07.2020 / 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):	Ségolène Gallienne
Date of birth:	07 Jun 1977

#### 4. Names of shareholder(s)

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

Theo Capital S.à r.l.
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#### 5. Date on which threshold was crossed or reached:

14 Jul 2020
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#### 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	6.84 %	0.09 %	6.93 %	200416186
Previous notification	7.83 %	0 %	7.83 %	/

#### 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)
DE000A1EWWW0	0	13714524	0.00 %	6.84 %
<b>Total</b>	13714524		6.84 %	

##### 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 %

European Put (sold)	06.11.2020		31250	0.02 %
European Put (sold)	13.11.2020		50000	0.02 %
European Put (sold)	20.11.2020		50000	0.02 %
European Put (sold)	27.11.2020		50000	0.02 %
		<b>Total</b>	181250	0.09 %

**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 %
				0	0.00 %
			<b>Total</b>	0	0.00 %

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

	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.).
X	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)
Ségolène Gallienne	%	%	%
Stichting Administratiekantoor Frère-Bourgeois	%	%	%
Frère-Bourgeois SA	%	%	%
Filux SA	%	%	%
Financière de la Sambre SA	%	%	%
Kermadec SA	%	%	%
Parjointco NV	%	%	%
Parjointco Switzerland SA	%	%	%
Pargesa Holding SA	%	%	%
Pargesa Netherlands BV	%	%	%
Groupe Bruxelles Lambert	%	%	%
GBL Verwaltung S.A.	%	%	%
Theo Capital S.à r.l.	6.83 %	%	6.83 %
Ségolène Gallienne	%	%	%
Stichting Administratiekantoor Frère-Bourgeois	%	%	%
Frère-Bourgeois SA	%	%	%
Filux SA	%	%	%
Financière de la Sambre SA	%	%	%
Kermadec SA	%	%	%
Parjointco NV	%	%	%
Parjointco Switzerland SA	%	%	%
Pargesa Holding SA	%	%	%
Pargesa Netherlands BV	%	%	%
Groupe Bruxelles Lambert	%	%	%
Brussels Securities	%	%	%
FINPAR	%	%	%

**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

16 Jul 2020

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