

adidas AG

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

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11.08.2023 / 17:00 CET/CEST

Dissemination of a Voting Rights Announcement transmitted by EQS News – 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

| | |
|---|--|
| | Acquisition/disposal of shares with voting rights |
| | Acquisition/disposal of instruments |
| | Change of breakdown of voting rights |
| X | 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 – Frère |
| 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.

5. Date on which threshold was crossed or reached:

09 Aug 2023

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 | 7.62 % | 0.00 % | 7.62 % | 180000000 |
| Previous notification | 7.62 % | 0.24 % | 7.86 % | / |

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) |
| DE000A1EWWW 0 | 0 | 13714524 | 0.00 % | 7.62 % |
| Total | 13714524 | | 7.62 % | |

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 % |
|--------------------|-----------------------------|-------------------------------|------------------------|--------------------|
| | | | 0 | 0.00 % |
| | | Total | 0 | 0.00 % |

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 % |
| | | | Total | 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 – Frère | % | % | % |
| -FG Bros SA | % | % | % |
| -Eagle Capital SA | % | % | % |
| -Parjointco SA | % | % | % |
| -Pargesa SA | % | % | % |
| -Groupe Bruxelles Lambert | % | % | % |
| -GBL Verwaltung S.A. | % | % | % |
| -Theo Capital S.à r.l. | 7.62 % | % | 7.62 % |

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:

Date

10 Aug 2023

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Archive at www.eqs-news.com

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English

Company:

adidas AG

Adi-Dassler-Straße 1

91074 Herzogenaurach

Germany

Internet:

www.adidas-group.com

End of News

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