

adidas AG

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21.03.2023 / 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): Gérald Frère
Date of birth: 17 May 1951

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:

15 March 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 %	0.24 %	7.86 %	180000000
Previous notification	6.84 %	0 %	6.84 %	/

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 %	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 %
European Put (sold)	18.05.2023		40000	0.02 %
European Put (sold)	23.05.2023		40000	0.02 %

European Put (sold)	25.05.2023		40000	0.02 %
European Put (sold)	31.05.2023		40000	0.02 %
European Put (sold)	06.06.2023		40000	0.02 %
European Put (sold)	08.06.2023		40000	0.02 %
European Put (sold)	13.06.2023		40000	0.02 %
European Put (sold)	15.06.2023		40000	0.02 %
European Put (sold)	20.06.2023		40000	0.02 %
European Put (sold)	22.06.2023		40000	0.02 %
European Put (sold)	27.06.2023		40000	0.02 %
		Total	440000	0.24 %

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.).
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X	Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity:
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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)
-Gérald Frère	%	%	%
-Stichting Administratiekantoor Bierlaire	%	%	%
-FB Holding 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

17 March 2023

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