

Herzogenaurach, November 24, 2014

**adidas AG: Disclosure pursuant to Article 4 Section 4 of Regulation (EC) No. 2273/2003
Share Buyback – 2nd Interim Reporting**

In the time period from November 17, 2014 until and including November 21, 2014, adidas AG bought back a total of 452,986 adidas AG shares within the framework of its share buyback programme. On November 6, 2014, the commencement of the share buyback on November 7, 2014 was disclosed pursuant to Article 4 Section 2 of the Regulation (EC) No. 2273/2003.

The total number of shares which adidas AG has bought back within the framework of this share buyback since November 7, 2014 amounts to 1,212,288 shares.

Further information pursuant to Article 4 Sections 3 and 4 of the Regulation (EC) No. 2273/2003 is available on the website <http://www.adidas-group.com/s/sharebuyback>.

The purchase of the adidas AG shares is carried out by a bank assigned by adidas AG and exclusively on the electronic trading platform of the Frankfurt Stock Exchange (Xetra trading).

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adidas AG
Executive Board