

EANS-DD: adidas AG / Notification concerning transactions by persons performing managerial responsibilities pursuant to section 15a of the WpHG

Notification concerning transactions by persons discharging managerial responsibilities pursuant to section 15a of the WpHG, transmitted by euro adhoc with the aim of a Europe-wide distribution. The issuer is responsible for the content of this announcement.

Details of the person subject to the disclosure requirement:

Person, triggering the disclosure:

Name: Christian Tourres
(natural person)

Reason for the disclosure requirement:

Reason: Person performing managerial responsibilities
Position: Member of an administrative or supervisory body

Details of the transaction:

Transaction:

Description of financial instrument: adidas AG shares
ISIN: DE0005003404
Type of transaction: sales
Date: 24.09.2010
Currency: Euro
Price: 44.54570
No of items: 100000
Total amount traded: 4,454,569.60000
Place: Frankfurt/Main
Explanation:

Further inquiry note:

Issuer subject to the publication requirement:

issuer: adidas AG
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sector: Recreational & Sports goods
ISIN: DE0005003404, XS0439260398
indexes: DAX, CDAX, HDAX, Prime All Share
stockmarkets: regulated dealing/prime standard: Frankfurt, free trade: Berlin,
Hamburg, Stuttgart, Düsseldorf, Hannover, München
language: English