

**adidas AG**  
**Herzogenaurach**

ISIN: DE000A1EWWW0

We are herewith inviting our shareholders to the

**Annual General Meeting**

which takes place on

**Thursday, May 7, 2026, 10:00 a.m. CEST,**

**(entrance from 9:00 a.m.)**

in the Stadthalle Fürth, Rosenstrasse 50, 90762 Fürth, Germany.

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## I. AGENDA

### [1] Presentation of the adopted annual financial statements of adidas AG and the approved consolidated financial statements, the combined Management Report of adidas AG and the adidas Group as of December 31, 2025, and the Supervisory Board Report for the 2025 financial year

The aforementioned documents also comprise the Explanatory Report of the Executive Board on the disclosures pursuant to §§ 289a, 315a German Commercial Code (Handelsgesetzbuch – HGB) as well as the Declaration on Corporate Governance for the 2025 financial year; they are accessible on [www.adidas-group.com/agm](http://www.adidas-group.com/agm). The reports are also available during the Annual General Meeting.

The Supervisory Board approved the annual financial statements and consolidated financial statements prepared by the Executive Board; the annual financial statements have thus been adopted in accordance with § 172 sentence 1 German Stock Corporation Act (Aktiengesetz – AktG). Therefore, in accordance with statutory provisions, the Annual General Meeting does not have to pass a resolution on Agenda Item 1.

### [2] Resolution on the appropriation of retained earnings

The Executive Board and the Supervisory Board propose to resolve upon the appropriation of retained earnings amounting to EUR 1,021,799,951.34 which were reported in the adopted annual financial statements of adidas AG as per December 31, 2025, as follows:

Payment of a dividend in the amount of EUR 2.80 per no-par-value share on the dividend-entitled nominal capital, i.e. EUR 496,577,020.80 as total dividend and carrying forward the remaining amount of EUR 525,222,930.54 to new account. Pursuant to § 58 section 4 sentence 2 AktG, the entitlement to payment of the dividend will become due on May 12, 2026.

Total dividend	EUR 496,577,020.80
Carried forward to new account	EUR 525,222,930.54
<b>Retained earnings</b>	<b>EUR 1,021,799,951.34</b>

The proposal on the appropriation of retained earnings takes into account that the 2,651,064 treasury shares held by the Company at the time of preparing the annual financial statements are not entitled to dividend payment in accordance with § 71b AktG. If the number of treasury shares decreases or increases until the Annual General Meeting, the Executive Board and the Supervisory Board will present to the Annual General Meeting a correspondingly adjusted resolution proposal on the appropriation of retained earnings which will include an unchanged dividend of EUR 2.80 per no-par-value share on the dividend-entitled nominal capital and correspondingly adjusted figures of the total dividend and the income carried forward.

### **[3] Resolution on the ratification of the actions of the Executive Board**

The Executive Board and the Supervisory Board propose to ratify the actions of the Executive Board members in office in the 2025 financial year for this period.

### **[4] Resolution on the ratification of the actions of the Supervisory Board**

The Executive Board and the Supervisory Board propose to ratify the actions of the Supervisory Board members in office in the 2025 financial year for this period.

### **[5] Resolution on the approval of the Compensation Report**

In accordance with § 162 AktG, the Executive Board and the Supervisory Board prepared a report on the compensation granted and due to each individual current and former member of the Executive Board and the Supervisory Board which is submitted to the Annual General Meeting pursuant to § 120a section 4 AktG.

The Compensation Report for the 2025 financial year ('adidas Compensation Report 2025') was audited by the auditor in accordance with § 162 section 3 sentence 2 AktG to examine compliance with the disclosure requirements stipulated in § 162 sections 1 and 2 AktG. The auditor's opinion on the audit of the Compensation Report is attached to the latter.

The adidas Compensation Report 2025 is accessible on the Company's website under [www.adidas-group.com/agm](http://www.adidas-group.com/agm).

The Executive Board and the Supervisory Board propose to resolve as follows:

The adidas Compensation Report 2025 is approved.

### **[6] Supervisory Board elections**

At the end of the Annual General Meeting on May 7, 2026, the terms of office of Thomas Rabe, Ian Gallienne, and Nassef Sawiris will expire. Therefore, three shareholder representatives have to be elected by the Annual General Meeting.

In accordance with § 9 section 1 of the Articles of Association in conjunction with §§ 96 sections 1 and 2, 101 section 1 AktG and § 7 section 1 sentence 2 in conjunction with § 7 section 1 sentence 1 number 2 German Co-Determination Act (Mitbestimmungsgesetz – MitbestG), the Supervisory Board of adidas AG is composed of eight members to be elected by the shareholders and eight members to be elected by the employees and consists of at least 30% women and 30% men. As the shareholder representatives objected to an overall fulfillment of the above-mentioned quota pursuant to § 96 section 2 sentence 3 AktG, the minimum quota must be fulfilled separately by the shareholder representatives and the employee representatives, with the numbers of male and female members rounded up or down to full numbers (§ 96 section 2 sentences 3 and 4 AktG). Thus, the Supervisory Board of adidas AG must be composed of at least two women and two men on the side of the shareholder representatives and at least two women and two men on the side of the employee representatives. This minimum quota is already fulfilled and will, in any case, still be fulfilled after the elections.

The election proposals of the Supervisory Board are based on the recommendation of its Nomination Committee; they take into account the objectives for the Supervisory Board's composition resolved by the Supervisory Board in accordance with section C.1 of the German Corporate Governance Code (Code), which also comprise the diversity profile for the Supervisory Board, and are aimed at fulfilling the profile of skills and expertise (competency profile) for the full Supervisory Board developed by the Supervisory Board. The objectives and the competency profile were reviewed most recently by the Supervisory Board in December 2025 and are available on the Company's website [www.adidas-group.com/s/bodies](http://www.adidas-group.com/s/bodies).

The status of their implementation is published in the form of a qualification and diversity matrix in the Declaration on Corporate Governance which is accessible on the Company's website under [www.adidas-group.com/agm](http://www.adidas-group.com/agm).

In the Supervisory Board's assessment, the proposed candidates do not have any personal or business relations with the Company, its subsidiaries or the organs of the Company that an objectively judging shareholder would consider decisive for their election decision (section C.13 of the Code). The Company is not aware of shareholders with a material interest in the Company, with which the proposed candidates could have personal or business relations. In the Supervisory Board's assessment, if they are elected, all proposed candidates are independent within the meaning of the Code. Moreover, the Supervisory Board has ascertained that the candidates proposed have sufficient time to perform their mandates.

The proposed candidates' curricula vitae and a qualification matrix with information on the candidates are set out under '**II. Information on Agenda Item 6**' of this invitation and will be available on the Company's website under [www.adidas-group.com/agm](http://www.adidas-group.com/agm) from the day of convocation of the Annual General Meeting.

The Supervisory Board proposes that the Annual General Meeting elect to the Supervisory Board

**the current members**

- 1) Ian Gallienne, Paris, Chairman of the Board of Directors, Groupe Bruxelles Lambert, Brussels, Belgium
- 2) Nassef Sawiris, Milan, Executive Chairman & Member of the Board of Directors, OCI N.V., Amsterdam, the Netherlands

**and as a new member for the first time**

- 3) Mathias Döpfner, Berlin, Chief Executive Officer, Axel Springer SE, Berlin, Germany.

Ian Gallienne and Nassef Sawiris are to be elected for the period until the end of the Annual General Meeting resolving upon the ratification of the Supervisory Board's actions for the 2028 financial year, and Mathias Döpfner for the period until the end of the Annual General Meeting resolving upon the ratification of the Supervisory Board's actions for the 2029 financial year. If he is elected by the Annual General Meeting, Nassef Sawiris will be proposed as Chairman of the Supervisory Board.

## **[7] Resolution on the approval of the compensation system for the members of the Executive Board**

In accordance with § 120a section 1 AktG, the Annual General Meeting of a public company resolves upon the approval of the compensation system for the members of the Executive Board as presented by the Supervisory Board whenever there is a substantial modification, but no later than every four years. The most

recent resolution of the Annual General Meeting of adidas AG in this regard was passed at the Annual General Meeting on May 16, 2024. Taking into account the provisions of § 87a section 1 AktG and based on a comprehensive assessment of the appropriateness of the existing compensation system's structure, the Supervisory Board resolved changes to the compensation system for the members of the Executive Board effective January 1, 2026, following its General Committee's recommendation.

The changed compensation system, which will be made available on the Company's website at [www.adidas-group.com/agm](http://www.adidas-group.com/agm) from the day the convocation of the Annual General Meeting, is submitted to the Annual General Meeting for approval.

The Supervisory Board proposes to resolve as follows:

The compensation system for the members of the Executive Board resolved by the Supervisory Board with effect from January 1, 2026, is approved.

### **[8] Resolution on the compensation of the members of the Supervisory Board, the compensation system for the members of the Supervisory Board, and the respective amendment to the Articles of Association**

In accordance with § 113 section 3 AktG, the Annual General Meeting must approve the compensation of the members of the Supervisory Board at least every four years. The vote can also confirm the existing compensation. The current compensation of the members of the Supervisory Board of adidas AG was defined most recently in § 18 of the Articles of Association by resolution of the 2022 Annual General Meeting.

The Executive Board and Supervisory Board are generally of the opinion that the amount of compensation and the specific structure of the compensation system for the Supervisory Board are appropriate with regard to the tasks of the Supervisory Board members and the situation of the Company. Furthermore, the compensation system complies with legal requirements and, in particular, takes into account the requirements of the Code. The following adjustment of the compensation system submitted for resolution merely relates to the possible provision of adidas products for representative purposes.

The Executive Board and the Supervisory Board propose to resolve as follows:

- a) § 18 section 8 of the Company's Articles of Association shall be reworded as follows:

'8. *Moreover, the Supervisory Board members shall be reimbursed by the Company not only for any expenses but also for VAT, should any VAT be payable on their compensation. The Company may, to a reasonable extent, provide the Supervisory Board members with adidas products for representative purposes as non-cash benefits.'*

- b) The compensation regulations to be thus adjusted and otherwise unchanged are confirmed and the compensation system for the members of the Supervisory Board is approved.

Upon effectiveness of the amendment of § 18 of the Articles of Association, i.e. upon entry of the amendment with the Commercial Register of the Company, the new provision for the Supervisory Board compensation is applicable for the first time for the financial year which started on January 1, 2026.

The compensation system for the members of the Supervisory Board with the information pursuant to §§ 113 section 3 sentence 3, 87a section 1 sentence 2 AktG and the wording of § 18 of the Articles of

Association, each taking into account the proposed amendment, will be available on the company's website at [www.adidas-group.com/agm](http://www.adidas-group.com/agm) from the day of convocation of the Annual General Meeting.

**[9] Resolution on the revocation of the authorization to issue bonds with warrants and/or convertible bonds as well as the cancelation of the Contingent Capital 2022, the creation of a new authorization to issue bonds with warrants and/or convertible bonds, the exclusion of subscription rights, the creation of a Contingent Capital 2026 as well as the respective amendment to the Articles of Association**

The existing authorization resolved upon by the Annual General Meeting on May 12, 2022, under Agenda Item 7 to issue bonds with warrants and/or convertible bonds, which has not been utilized so far, expires on May 11, 2027, and is to be renewed. For this purpose, it is also proposed to cancel the Contingent Capital 2022, create a new Contingent Capital 2026, and amend § 4 section 4 of the Articles of Association.

The Executive Board and the Supervisory Board propose to resolve as follows:

**a) Revocation of the authorization to issue bonds with warrants and/or convertible bonds and cancelation of the Contingent Capital 2022**

The authorization of the Executive Board, subject to Supervisory Board approval, to issue bonds with warrants and/or convertible bonds in an aggregate nominal value of up to EUR 4,000,000,000 until May 11, 2027, which was resolved upon by the Annual General Meeting on May 12, 2022, under Agenda Item 7, is revoked and the Contingent Capital 2022 in the amount of up to EUR 12,500,000 resolved upon by the Annual General Meeting on May 12, 2022, under Agenda Item 7 and set out in § 4 section 4 of the Company's Articles of Association is canceled.

**b) Authorization to issue bonds with warrants and/or convertible bonds and to exclude subscription rights**

(1) Authorization period, nominal amount, term, number of shares, and other features of the bonds

The Executive Board is authorized to issue bearer bonds with warrants and/or convertible bearer bonds or registered bonds with warrants and/or registered convertible bonds (together 'bonds') once or several times until May 6, 2031, in an aggregate nominal value of up to EUR 4,000,000,000 and, in accordance with the terms & conditions of these bonds, to grant or issue option rights and/or obligations to the holders or creditors of the bonds with warrants or, respectively, conversion rights and/or obligations to the holders or creditors of the convertible bonds, which entitle or obligate the respective holder or creditor to purchase no-par-value shares of the Company with a pro-rata amount of the nominal capital totaling up to EUR 12,500,000. The requirements of this authorization only apply to bonds that are subject to § 221 AktG.

The pro-rata amount of the nominal capital that is attributable to no-par-value shares of the Company, for which option rights, option obligations, conversion rights and/or conversion obligations are granted or imposed under this authorization, together with any shares issued from authorized capital from the point in time when this authorization becomes effective until the point

in time when the respective bond is issued, must not exceed 40% of the nominal capital at the point in time when the respective bond is issued.

The bonds may be divided into partial debentures.

The terms and conditions of the bonds may (i) impose an option or conversion obligation at the end of the term of the bonds (or at another point in time) on bondholders or creditors or (ii) entitle the Company, upon maturity of the bonds connected with option or conversion rights or obligations (in particular upon final maturity or maturity due to termination), to issue no-par-value shares of the Company or another public-listed company to the bondholders or creditors of the bonds as partial or total substitution of its obligation to pay the cash amount due ('right to delivery of shares').

The bonds may, in principle, also be issued by a subordinated group company of the Company; for this case, the Executive Board is authorized to guarantee bonds for the Company and to grant bondholders or creditors option or conversion rights or obligations or grant a right to delivery of shares.

In addition to issuance in euros, the bonds may also be issued in another legal currency of an OECD country –with reference to the corresponding value in euros of the permissible aggregate nominal value.

The Executive Board is authorized to determine the further terms of issue and the further terms of the bonds or to determine them in agreement with the executive bodies of the Group company issuing the warrant and/or convertible bond.

The terms and conditions of the bonds may entitle the Company not to grant new no-par-value shares but to pay an amount which, in place of the number of the shares otherwise to be delivered, corresponds to the non-weighted average closing price of the Company's shares in the electronic trading system on the Frankfurt Stock Exchange during the ten trading days following the declaration that the options are exercised or the converted.

The terms and conditions of the bonds may stipulate that, at the Company's choice, the bonds may be converted into existing shares of the Company or of another public-listed company instead of into new shares from contingent capital or that the option right or the right to delivery of shares of the Company may be met by delivery of such shares or may be serviced with delivery of such shares in the case of option obligations. Furthermore, the terms and conditions of the bonds may stipulate that, in case of conversion or exercise of an option, the Company may choose that, instead of delivering shares, the shares to be granted may be disposed of by one or more third parties and the holders or creditors of the bonds are to be satisfied from the proceeds of the disposal.

(2) Subscription right; exclusion of subscription right

As a rule, the bonds are to be offered to the shareholders for subscription. Pursuant to § 186 section 5 AktG, the shareholders may also be granted the statutory subscription right by offering the bonds to one or several credit institutions or one or more companies which fulfill the requirements of § 186 section 5 sentence 1 AktG or a group or a syndicate of credit institutions and/or such companies with the obligation that they have to offer them to the shareholders for subscription.

However, the Executive Board is authorized to exclude subscription rights with the approval of the Supervisory Board,

- insofar as the bonds are issued against contributions in kind, in particular as part of company mergers or for the (also indirect) acquisition of companies, operations, parts of companies, participations in companies or other assets or claims to the acquisition of assets, including receivables from the Company or its group companies,
- if this is required for residual amounts resulting from the subscription ratio,
- if and to the extent that this is necessary for granting subscription rights to holders or creditors of bonds already issued before which they would be entitled to as shareholders upon exercising their option or conversion rights or upon fulfilling their option and/or conversion obligations or upon exercising a right to delivery of shares referring to shares of the Company, and
- if the bonds are issued against contribution in cash after the Executive Board has concluded, following an examination in accordance with its legal duties, that the issue price of the bonds is not significantly below the hypothetical market value computed using recognized, in particular, financial calculation methods. This authorization to exclude the subscription right is, however, only applicable for bonds with option or conversion rights or obligations or a right to delivery of shares referring to shares of the Company with a pro-rata amount of the nominal capital not exceeding a total of 10% of the nominal capital neither at the point of becoming effective nor - in case this amount is lower - at the point of exercising this authorization. Shares which are issued or sold in accordance with § 186 section 3 sentence 4 AktG during the term of this authorization until its utilization as well as shares to be issued or granted during the term of this authorization on the basis of a bond issued with the exclusion of subscription rights in accordance with this provision utilizing another authorization, shall be attributed to the aforementioned limit of 10%.

The total number (i) of shares issued or to be issued from the contingent capital to service bonds which are issued with the exclusion of subscription rights based on this authorization and (ii) of shares which are issued from an authorized capital with the exclusion of subscription rights during the term of this authorization may not exceed a pro-rata amount of the nominal capital of 10% on the date of the entry of this authorization with the Commercial Register.

### (3) Option right; conversion ratio

When bonds with warrants are issued, one or more warrants will be attached to each partial debenture and will entitle or – due to the right to delivery of shares – obligate the holders to subscribe, in accordance with the terms and conditions of the bonds or warrants to be stipulated by the Executive Board, to the no-par-value shares issued by the Company. With respect to euro-denominated bonds with warrants issued by the Company, the bond or warrant terms and conditions may provide that the warrant price may also be paid by transferring partial debentures or by offsetting the price against the claim to repayment from the partial debentures and making – if necessary – a supplementary cash payment or a cash option premium. Any fractions of shares may, in accordance with the terms and conditions of the bonds or warrants, be rounded up to whole shares for purposes of subscription, if necessary, against supplementary payment.

If convertible bonds are issued, in case of bearer bonds, the holders or otherwise the creditors of the partial debentures will receive an irrevocable right, or they have – also due to a right to

delivery of shares referring to shares of the Company – the obligation, to convert their partial debentures into registered no-par-value shares of the Company pursuant to the terms and conditions of the bonds as stipulated by the Executive Board, or to accept these. The conversion ratio is calculated by dividing the nominal amount of a partial debenture by the fixed conversion price for one no-par-value share of the Company. If the issue amount of a partial debenture is below its nominal amount, the conversion ratio can also be calculated by dividing the issue amount by the fixed conversion price for a no-par value share in the Company. When calculating the conversion ratio, any additional payment to be made in cash or any conversion premium to be paid in cash may be added to the nominal amount or issue amount of a partial debenture. The bond terms and conditions may provide for a variable conversion ratio and a calculation of the conversion price within a stipulated range (subject to the minimum price established below) based on the development of the stock exchange price of the Company's shares during the term of the bond. The conversion ratio may in any case be rounded up or down to whole numbers; in this case, too, an additional cash payment or a cash conversion premium as well as compensation for non-convertible residual amounts may be determined. In addition, provision may be made for non-convertible residual amounts to be pooled and/or settled in cash. §§ 9 section 1 and 199 section 2 AktG remain unaffected.

(4) Option and conversion price; protection from dilution

Unless there is an option or conversion obligation or the right to delivery of shares referring to shares of the Company, the individually determined option or conversion price for a no-par-value share of the Company must be at least 50% of the non-weighted average closing price of the shares of the Company as quoted in the electronic trading system of the Frankfurt Stock Exchange for the ten trading days immediately preceding the day on which the Executive Board adopts the resolution approving the issuance of the bonds, or – in the event that a subscription right is granted – it must equal at least 50% of the non-weighted average stock exchange price of the shares of the Company as quoted in the electronic trading system of the Frankfurt Stock Exchange (i) during the subscription period with the exception of the days of the subscription period which are required to publicly announce the option and/or conversion price in good time in accordance with § 186 section 2 sentence 2 AktG, or (ii) if the Executive Board determines and publicly announces the option and/or conversion price earlier, during the last ten (10) trading days preceding the resolution of the Executive Board on the determination of the option and/or conversion price.

In case of an option or conversion obligation or the right to delivery of shares referring to shares of the Company, the option or conversion price may under the specific terms and conditions of the bonds equal at least either the aforementioned minimum price or the volume-weighted average price of the no-par-value shares of the Company as quoted in the electronic trading system on the Frankfurt Stock Exchange during a reference period of 15 trading days prior to the date of final maturity, even if this average price is below the aforementioned minimum price (50%).

The pro-rata amount of the nominal capital of the no-par value shares of the Company to be issued may not exceed the nominal amount of the bonds plus, if provided for, an additional cash payment or a cash option or conversion premium. §§ 9 section 1 and 199 section 2 AktG remain unaffected.

With regard to bonds with option or conversion rights or obligations, notwithstanding § 9 section 1 AktG, the option or conversion price may be reduced on the basis of an anti-dilution provision pursuant to more specific terms and conditions of the warrants or convertible bonds for the purpose of securing the rights of the holders or creditors of the bonds in accordance with or

pursuant to the principles of § 216 section 3 AktG if, during the option or conversion period, the Company (i) increases the nominal capital from retained earnings by issuing new shares or (ii) increases the nominal capital or sells treasury shares (notwithstanding a possible exclusion of subscription rights for residual amounts) by granting an exclusive subscription right to the shareholders or (iii) while granting an exclusive subscription right to its shareholders, issuing, granting or guaranteeing further bonds with option or conversion rights or rights to delivery of shares referring to shares of the Company or option and/or conversion obligations (notwithstanding a possible exclusion of subscription rights for residual amounts), and in the cases (i) to (iii) the holders of already existing option or conversion rights or obligations are not granted the subscription right they would be entitled to by operation of law following the exercise of the option or conversion right or fulfillment of the option or conversion obligation. The reduction of the option or conversion price can also be effected by a cash payment upon exercise of the option or conversion right or upon fulfillment of an option or conversion obligation. Insofar as required for the protection from dilution, the terms and conditions of the bond can provide for the number of option or conversion rights per partial debenture to be adjusted in the aforementioned cases. The terms and conditions of the bonds may also provide for an adjustment in the option or conversion rights or obligations in the event that the Company's capital is reduced or other extraordinary courses of action or events occur, which are connected with an economic dilution of the value of the option or conversion rights or obligations (such as reorganizations, dividend payments or a change of control). §§ 9 section 1 and 199 section 2 AktG remain unaffected.

**c) Creation of new Contingent Capital 2026**

In accordance with the provision in the Articles of Association proposed under d), the nominal capital will be conditionally increased by up to EUR 12,500,000 through the issuance of no more than 12,500,000 new registered no-par-value shares (Contingent Capital 2026).

**d) Amendment to the Articles of Association**

§ 4 section 4 of the Company's Articles of Association shall be reworded as follows:

- ‘4. *The nominal capital is conditionally increased by up to EUR 12,500,000 divided into not more than 12,500,000 registered no-par-value shares (Contingent Capital 2026). The contingent capital increase serves the issuance of no-par-value shares when exercising option or conversion rights or fulfilling the respective option and/or conversion obligations or, when exercising the Company's right to choose to partially or in total deliver no-par-value shares of the Company instead of paying the due amount to the holders or creditors of bonds issued by the Company or a subordinated group company up to May 6, 2031, on the basis of the authorization resolution adopted by the Annual General Meeting on May 7, 2026. The new shares will be issued at the respective option or conversion price to be established in accordance with the aforementioned authorization resolution. The contingent capital increase will be implemented only to the extent that holders or creditors of option or conversion rights or the persons obligated to exercise the option or conversion obligations based on bonds issued by the Company or a subordinated Group company and guaranteed by the Company pursuant to the authorization of the Executive Board granted by the resolution adopted by the Annual General Meeting on May 7, 2026 (Agenda Item 9), up to May 6, 2031, exercise their option or conversion rights or, if they are obligated to exercise the option or conversion obligations, fulfill their obligations to exercise the warrant or convert the bond, or to the extent that the Company exercises its rights to choose to deliver shares in the Company for the total amount or a partial amount instead of payment of the amount due and insofar as no cash settlement, treasury shares or shares of another public-listed*

*company are used to service these rights. The new shares will carry dividend rights from the commencement of the financial year in which the shares are issued. In the event that, at the time of issuance of the new shares, no resolution on the appropriation of retained earnings for the financial year directly preceding the year in which the shares are issued has been passed, the Executive Board is authorized, to the extent legally permissible, to determine that the new shares will carry dividend rights from the commencement of the financial year directly preceding the year in which the shares are issued. Furthermore, the Executive Board is authorized to stipulate additional details concerning the implementation of the contingent capital increase.'*

The Executive Board is instructed to file the cancelation of the existing Contingent Capital 2022 and of § 4 section 4 of the Articles of Association in accordance with the above part a) as well as the resolution on § 4 section 4 of the Articles of Association in accordance with the above part d) for entry with the Commercial Register provided that the entry is made in the aforementioned order and that the cancelation of the existing Contingent Capital 2022 in accordance with the above part a) only takes place when it is ensured that the resolution on § 4 section 4 in accordance with the above part d) is entered directly thereafter.

The Supervisory Board is authorized to amend the wording of sections 1 and 4 of § 4 of the Articles of Association in accordance with the respective issuance of subscription shares and to make any further related amendment to the Articles of Association which only concern the wording. The same applies in the event that the authorization to issue bonds has not been used after expiry of the authorization period and in the event that the Contingent Capital has not been used after expiry of the periods for exercising option and conversion rights or for fulfilling conversion or option obligations.

The Executive Board's written report on agenda item 9 pursuant to §§ 221 section 4 sentence 2, 186 section 4 sentence 2 AktG, is accessible on the Company's website under [www.adidas-group.com/agm](http://www.adidas-group.com/agm) from the day the convocation of the Annual General Meeting.

### **[10] Resolution on the appointment of the auditor and Group auditor for the 2026 financial year, of the auditor for a possible audit review of the half year financial report for the 2026 financial year as well as the auditor of the sustainability report for the 2026 financial year**

Based on the recommendation of the Supervisory Board's Audit Committee, the Supervisory Board proposes to resolve as follows:

- 1) PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft, Frankfurt am Main, Germany, shall be appointed as auditor and Group auditor for the 2026 financial year and as auditor for a possible audit review of the half year financial report for the 2026 financial year.
- 2) PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft, Frankfurt am Main, Germany, shall be appointed as auditor of the sustainability report for the 2026 financial year.

The Audit Committee declared that its recommendation is free from influence by any third party in accordance with Article 16 section 2 subsection 3 of the EU Audit Regulation (Regulation (EU) No. 537/2014 of April 16, 2014) and that no clause within the meaning of Article 16 section 6 of the EU Audit Regulation has been imposed upon it.

The appointment as auditor of the sustainability report by the Annual General Meeting is a precautionary measure required under the Act on the Implementation of Directive (EU) 2022/2464 with regard to

sustainability reporting of companies as amended by Directive (EU) 2025/794 ('CSRD Implementation Act'). This law, which is still undergoing the legislative procedure at the time of resolving upon this convocation of the Annual General Meeting, stipulates the appointment of an auditor of the sustainability report by the Annual General Meeting for financial years beginning after December 31, 2024.

## II. INFORMATION ON AGENDA ITEM 6

### Curricula vitae of the candidates proposed for election to the Supervisory Board and qualification matrix

#### Ian Gallienne

**Chairman of the Board of Directors,  
Groupe Bruxelles Lambert, Brussels, Belgium**



#### Personal Data:

**Date and place of birth:** January 23, 1971 in Boulogne-Billancourt, France

**Nationality:** French

**Education:** Studies at the INSEAD, Fontainebleau, France, Master of Business Administration  
E.S.D.E., Paris, France, Bachelor of Arts in Business Administration, Major in Finance

**Supervisory Board  
member since:** 2016

#### Career and material activities:

<b>since 2025</b>	Chairman of the Board of Directors, Groupe Bruxelles Lambert
<b>2019 – 2025</b>	Chief Executive Officer, Groupe Bruxelles Lambert
<b>since 2013</b>	Director, SGS SA
<b>since 2012</b>	Director, Pernod Ricard SA
<b>2019 – 2023</b>	Chairman of the Supervisory Board, Marnix French ParentCo SAS (Webhelp Group)
<b>2012 – 2019</b>	Co-Chief Executive Officer, Groupe Bruxelles Lambert
<b>2005 – 2012</b>	Founder/CEO, Ergon Capital Partners
<b>1998 – 2005</b>	Director, Rhône Capital LLC
<b>1995 – 1997</b>	Investment Manager, Synactic
<b>1992 – 1994</b>	Co-Founder, Loco Pins S.L.

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**Memberships in other statutory supervisory boards in Germany**

None

**Mandates in comparable domestic and foreign controlling bodies of commercial enterprises**

- Member of the Board of Directors, Pernod Ricard SA, Paris, France
- Member of the Board of Directors, SGS SA, Geneva, Switzerland

**Mandates within Groupe Bruxelles Lambert or in companies under common control with Groupe Bruxelles Lambert**

- Member of the Board of Directors, Imerys SA, Paris, France
- Member of the Board of Directors, Compagnie Nationale à Portefeuille SA, Loverval, Belgium
- Member of the Board of Directors, Château Cheval Blanc, Société Civile, Saint Emilion, France
- Member of the Board of Directors, Financière De La Sambre, Loverval, Belgium
- Member of the Board of Directors, Carpar SA, Loverval, Belgium
- Chairman of the Board of Directors, FG Bros SA, Brussels, Belgium

## Nassef Sawiris

**Executive Chairman & Member of the Board of Directors, OCI N.V., Amsterdam, The Netherlands**



### Personal Data:

**Date and place of birth:** January 19, 1961 in Cairo, Egypt

**Nationality:** Egyptian/Belgian

**Education:** Studies at The University of Chicago, USA, Bachelor in Economics

**Supervisory Board member since:** 2016; Deputy Chairman of the Supervisory Board since 2025

### Career and material activities:

**since 2020** Executive Chairman, OCI N.V., Amsterdam, The Netherlands

**1998 – 2020** Chief Executive Officer, OCI N.V. (formerly OCI S.A.E.)

**since 1982** Various managerial positions in the Orascom Group

**2015 – 2019** Director, LafargeHolcim Ltd.

**2015 – 2016** Non-Executive Chairman of the Board of Directors, Orascom Construction Limited

**2009 – 2014** Chairman, OCI S.A.E.

**2008 – 2015** Director, Lafarge SA

### **Memberships in other statutory supervisory boards in Germany**

None

### **Memberships in comparable domestic and foreign controlling bodies of commercial enterprises**

- Member of the Board of Directors, XRG P.J.S.C., Abu Dhabi, UAE

### **Memberships in other bodies**

- Member of the International Leadership Boards, Cleveland Clinic, Cleveland, Ohio, USA
- Member of the Board of Trustees, The University of Chicago, Chicago, Illinois, USA
- Member of the International Council, JPMorgan Chase & Co, New York, New York, USA
- Executive Chairman, Aston Villa Football Club Limited, Birmingham, United Kingdom

## Mathias Döpfner

**Chief Executive Officer, Axel Springer SE, Berlin, Germany**



### Personal Data:

**Date and place of birth:** January 15, 1963 in Bonn, Germany

**Nationality:** German

**Education:** Doctor of Philosophy (Dr. phil.), Goethe University, Frankfurt am Main, Germany

Studies of musicology, German studies and theater studies, Goethe University, Frankfurt am Main, Germany

Studies of Jazz at Berklee College of Music, Boston, USA

### Career and material activities:

**since January 2020:** Chief Executive Officer, Axel Springer SE, Berlin, Germany

**2000** Member of the Executive Board responsible for Multimedia and Newspapers, Axel Springer Aktiengesellschaft, Berlin, Germany

**1998** Editor-in-chief of DIE WELT, Axel Springer Aktiengesellschaft, Berlin, Germany

**1996 – 1998** Editor-in-chief at Hamburger Morgenpost, Hamburg, Germany

**1994 – 1996** Editor-in-chief at Wochenpost, Berlin, Germany

**1992** Staff member of the International Director, Gruner + Jahr, Paris, France

**1988 – 1990** Director Concert Agency Winderstein, Munich, Germany

**1982** Journalist at Frankfurter Allgemeine Zeitung, Frankfurt am Main, Germany

### **Memberships in other statutory supervisory boards in Germany**

None

### **Memberships in comparable domestic and foreign controlling bodies of commercial enterprises**

- Chairman of the Board of Directors, Axel Springer AG, Zurich, Switzerland
- Member of the Board of Directors, Netflix Inc., Los Gatos, USA
- Member of the Board of Directors, Warner Music Group, New York, USA

### **Memberships in other bodies**

- Member of the Board of Directors, Margot Friedländer Foundation, Berlin, Germany

**Qualification matrix for shareholder representatives (as per election proposal)**

	<b>Ian Gallienne (2016)<sup>1</sup></b>	<b>Nassef Sawiris (2016)<sup>1</sup></b>	<b>Mathias Döpfner</b>
Gender	male	male	male
Date of birth	1971	1961	1963
Nationality	French	Egyptian/ Belgian	German
Education	MBA <sup>2</sup>	BA (Econ.) <sup>3</sup>	Dr. phil. <sup>4</sup>
Annual audit <sup>5</sup>			
Accounting <sup>6</sup>			
ESG	✓ (G) <sup>7</sup>	✓ (G) <sup>7</sup>	✓ (S, G) <sup>7</sup>
International management	✓	✓	✓
Sporting goods industry	✓	✓	
Business with fast-moving consumer goods	✓		✓
Main markets			✓ (EU, US) <sup>8</sup>
Production, marketing, sales	✓	✓	✓
Business strategy development and implementation	✓	✓	✓
Digital transformation, IT and IT security, AI			✓
Personnel planning and management	✓	✓	✓

1 Year of appointment as Supervisory Board member.

2 Master of Business Administration.

3 Bachelor in Economics.

4 Doctor of Philosophy.

5 Incl. special knowledge and experience in auditing sustainability reporting.

6 Incl. special knowledge and experience in internal control and risk management systems as well as sustainability reporting.

7 E = Environment, S = Social, G = Governance (incl. Compliance)

8 AS = Asian market; EU (EMEA) = Europe (Europe, Middle East, Africa); US = United States market.

### III. FURTHER INFORMATION AND DETAILS

#### **Preconditions for participation in the Annual General Meeting and for exercising shareholder rights**

Only shareholders who are entered in the share register on the day of the Annual General Meeting and who registered for participation by the end of April 30, 2026, 12:00 a.m. CEST, (receipt by the Company), are authorized to participate in the Annual General Meeting and to exercise their meeting-related shareholder rights, in particular their voting rights.

Shareholders can register via the shareholder portal at [www.adidas-group.com/agm-service](http://www.adidas-group.com/agm-service). To access the shareholder portal, shareholders need their shareholder number and the corresponding password. The shareholder number is specified in the documents sent together with the invitation to the Annual General Meeting. Shareholders who already registered for electronic dispatch of the invitation in the shareholder portal must use the password selected upon registration. All other shareholders entered in the share register will receive an individual password for first-time access to the shareholder portal with the documents sent to them together with the invitation to the Annual General Meeting.

If shareholders do not register via the shareholder portal, their registration must reach the Company via one of the ways specified below, stating the name of the person making the declaration in German or English. The day of receipt of the registration is decisive for meeting the deadline. Please send registrations to

adidas AG  
c/o Computershare Operations Center  
80249 Munich, Germany

or by e-mail to

[anmeldestelle@computershare.de](mailto:anmeldestelle@computershare.de)

or via intermediaries in accordance with § 67c AktG to one of the abovementioned addresses or to the below SWIFT address. Shareholders intending to use this option are asked to contact their respective ultimate intermediary, e. g. their depository bank:

SWIFT: CMDHDEMXXX; instructions pursuant to ISO 20022;  
Authorization via SWIFT Relationship Management Application (RMA) required

(together '**adidas contact addresses**').

Registrations which are received by the Company later than April 30, 2026, 12:00 a.m. CEST, for whatever reasons, can no longer be considered. We therefore recommend registration via the shareholder portal.

Registrations via intermediaries in accordance with § 67c AktG must also be received by the company by the end of April 30, 2026, 12:00 a.m. CEST. Changes to entrance ticket orders via intermediaries in accordance with § 67c AktG are still possible thereafter and must be received by the Company by May 6, 2026, 6:00 p.m. CEST.

#### **Personal attendance of shareholders or representatives**

When registering, shareholders may order an entrance ticket for the Annual General Meeting. Shareholders who register via the shareholder portal have the option to print out their entrance ticket themselves.

Unlike the registration for the Annual General Meeting, the entrance ticket is not a precondition for participation but merely serves to simplify the procedure at the registration counters for access to the Annual General Meeting.

### **Online transmission of the Annual General Meeting**

The Company's shareholders and anyone interested may watch the full Annual General Meeting on May 7, 2026, live online via video and audio stream at [www.adidas-group.com/agm](http://www.adidas-group.com/agm), from 10:00 a.m. CEST onward.

### **Disposal of shares and changes to the entries in the share register**

The shares will not be locked up or blocked upon registration for the Annual General Meeting. Thus, shareholders may continue to dispose of their shares at their discretion even after having registered.

The shareholding as entered in the share register at the date of the Annual General Meeting is relevant for the exercise of voting rights. For technical reasons, requests for changing entries received by the Company after April 30, 2026, 12:00 a.m. CEST, (so-called Technical Record Date) until the day of the Annual General Meeting on May 7, 2026 (including), will not be processed, i.e. no changes will be made to the entries in the share register. Thus, shareholders who send requests for changing entries in the share register due to newly acquired shares during the aforementioned period will not be able to exercise, in their own right, participation rights and voting rights deriving from these shares at the Annual General Meeting.

### **Voting by electronic postal vote**

Shareholders who registered in a due and proper manner can also exercise their voting right at this year's Annual General Meeting by means of electronic communication in the shareholder portal at [www.adidas-group.com/agm-service](http://www.adidas-group.com/agm-service) or via intermediaries in accordance with § 67c AktG ('electronic postal vote') without participating in the Annual General Meeting.

Shareholders may vote by electronic postal vote or change or revoke electronic postal votes in the shareholder portal until the point in time determined by the Chairman at the Annual General Meeting.

Even after voting by electronic postal vote, shareholders may still exercise their rights in person at the Annual General Meeting. Personal attendance constitutes a revocation of the postal votes previously cast.

Intermediaries, proxy advisors, shareholders' associations, and other persons with the same status as intermediaries in accordance with § 135 section 8 AktG may also vote by electronic postal vote.

### **Proxy voting procedure and instructions to the proxies appointed by the Company**

Shareholders who registered in a due and proper manner can also exercise their voting right at the Annual General Meeting by having the proxies appointed by the Company represent them at the Annual General Meeting in accordance with their voting instructions. For this purpose, the proxies must be granted power(s) of representation and must be given instruction(s) for exercising the voting rights.

Powers of representation may be granted, changed, or revoked and instructions to the proxies appointed by the Company may be given, changed, or revoked, electronically via the shareholder portal. This is possible until the point in time determined by the Chairman at the Annual General Meeting.

Shareholders may also submit powers of representation and instructions to the proxies appointed by the Company via mail, e-mail, or via intermediaries in accordance with § 67c AktG to one of the aforementioned adidas contact addresses. For submission via mail or e-mail, a corresponding form can be downloaded from

the website under [www.adidas-group.com/agm](http://www.adidas-group.com/agm). Power of representation may also be granted in any other manner fulfilling the formal requirements. Powers of representation and instructions to the proxies appointed by the Company submitted in the aforementioned ways must be received by the Company no later than by May 6, 2026, 12:00 a.m. CEST or via intermediaries in accordance with § 67c AktG by May 6, 2026, 6:00 p.m. CEST. Powers of representation or instructions to the proxies appointed by the Company by mail or e-mail may be changed or revoked via the shareholder portal until the point in time determined by the Chairman at the Annual General Meeting. Moreover, powers of representation or instructions may be changed or revoked via one of the aforementioned adidas contact addresses until May 6, 2026, 12:00 a.m. CEST or via intermediaries in accordance with § 67c AktG by May 6, 2026, 6:00 p.m. CEST (receipt by the Company).

Please note that the proxies do not propose motions or ask questions on behalf of the shareholders or raise objections. The proxies only exercise voting rights on such agenda items for which they have been given instructions by the shareholders.

Even after having granted powers of representation, shareholders may personally exercise their shareholders' rights at the Annual General Meeting. Personal attendance is deemed as a revocation of a previously granted power of representation.

### **Common provisions for voting by means of electronic postal vote as well as for the proxy voting procedure and giving instructions to the proxies appointed by the Company**

If declarations on casting, changing, or revoking electronically submitted postal votes or on powers of representation and instructions to the proxies appointed by the Company are submitted in a timely manner via several ways of transmission, they are considered in the following order, irrespective of their time of receipt: (1) electronically via the shareholder portal, (2) via e-mail, (3) via intermediaries in accordance with § 67c AktG, and (4) via mail.

If formally valid declarations submitted in one and the same way deviate from one another using more than one form of exercising voting rights, the following applies: Votes submitted via electronic postal vote take priority over powers of representation granted and, if applicable, instructions given to the proxies appointed by the Company and both take priority over powers of representations granted and instructions given to intermediaries, shareholders' associations, proxy advisors within the meaning of § 134a AktG and other persons of equal status in accordance with § 135 section 8 AktG.

Any votes submitted by electronic postal vote and powers of representation granted and, if applicable, instructions given to the proxies appointed by the Company on Agenda Item 2 (appropriation of retained earnings) remain valid even if the proposal on the appropriation of retained earnings is adjusted due to a change in the number of dividend-entitled shares. In case individual voting on a certain agenda item is carried out, the declaration submitted on this agenda item is valid for every sub-item of the individual vote.

Voting by electronic postal vote or granting powers of representation or giving instructions to the proxies appointed by the Company before the Annual General Meeting is only possible for such motions and nominations for which there are proposals/nominations by the Executive Board and/or Supervisory Board pursuant to § 124 section 3 AktG which are published in this convocation or at a later point in time, or proposals/nominations which are made accessible pursuant to §§ 122 section 2, 124 section 1, 126, 127 AktG. Electronic postal votes or powers of representation and instructions which cannot be allocated beyond doubt to a due and proper registration will not be considered.

### **Granting power of representation to third parties**

Shareholders may authorize third parties to exercise their shareholder rights, in particular their voting rights. If power(s) of representation are granted, shareholders still have to fulfill the requirements set out under

**'Preconditions for participation in the Annual General Meeting and for the exercise of shareholder rights'.**

If a shareholder grants more than one person power of representation, the Company may reject one or more of these persons, if the prerequisites of § 134 section 3 sentence 2 AktG in conjunction with Article 20 section 2 of the Shareholders' Rights Directive (Directive 2007/36/EC of the European Parliament and of the Council of July 11, 2007, on the exercise of certain rights of shareholders in listed companies) are fulfilled.

The granting of the power of representation may be declared vis-à-vis the representative or the Company. The same applies to the revocation of the power of representation. If the power of representation is declared directly vis-à-vis the representative, proof of the power of representation vis-à-vis the Company is required. Powers of representation must be granted/revoked in text form (§ 126b German Civil Code [Bürgerliches Gesetzbuch – BGB]), unless § 135 AktG applies.

Powers of representation vis-à-vis the Company or proof of the power of representation and any revocation/change of such power of representation, may be submitted, in particular, electronically via the shareholder portal. Furthermore, powers of representation or proof of such powers of representation may be granted by declaration in text form, stating the name of the person making the declaration, and sending it to one of the aforementioned adidas contact addresses via mail, e-mail, or intermediaries in accordance with § 67c AktG. For submission via mail or e-mail, a corresponding form can be downloaded from the website under [www.adidas-group.com/agm](http://www.adidas-group.com/agm). Power of representation may also be granted in any other manner fulfilling the formal requirements. Powers of representation may be granted, changed or revoked via the adidas contact addresses until May 6, 2026, 12:00 a.m. CEST or via intermediaries in accordance with § 67c AktG by May 6, 2026, 6:00 p.m. CEST (receipt by the Company). Powers of representation may be granted, changed, or revoked or proof of powers of representation may be submitted via the shareholder portal until the Annual General Meeting is closed. A proxy may also verify his/her power of representation by presenting the power of representation at the registration counter on the day of the Annual General Meeting.

For granting powers of representation to intermediaries, shareholders' associations, proxy advisors pursuant to § 134a AktG and other persons of equal status in accordance with § 135 section 8 AktG as well as for the revocation and proof of such powers, the text form requirement does not apply. However, the power of representation must be kept by the respective proxy for review. It must be completed in full and may only contain statements related to the exercise of voting rights. A breach of these requirements does not affect the validity of the exercise of voting rights. Furthermore, each proxy may have specific regulations for acting as proxy; this should be agreed with the respective proxy in advance.

Should an intermediary, a shareholders' association, a proxy advisor within the meaning of § 134a AktG and another person of equal status in accordance with § 135 section 8 AktG not be prepared to represent the shareholder, the proxies appointed by the Company are granted power of representation in accordance with instructions.

**Supplementary items for the Agenda (pursuant to § 122 section 2 AktG)**

Shareholders whose shares correspond to one-twentieth of the nominal capital or to a pro-rata amount of EUR 500,000 or more may demand that items are added to the agenda and published i. a. in the German Federal Gazette and on the website at [www.adidas-group.com/agm](http://www.adidas-group.com/agm), including the name and place of residence or office of the requesting shareholder.

Each new item must be accompanied by an explanatory statement or a proposed resolution. Such demands must reach the Company's Executive Board by April 6, 2026, 12:00 a.m. CEST. Please submit such demands in writing to

adidas AG  
Executive Board  
Supervisory Board Office & Corporate Legal  
Adi-Dassler-Straße 1  
91074 Herzogenaurach

or by e-mail including the name of the demanding shareholders with a qualified electronic signature to

agm-service@adidas-group.com.

Demands to add agenda items must be submitted in German. Should they be published in English as well, a corresponding translation must be attached. Shareholders demanding that items be added to the agenda must prove that they have been in possession of a sufficient number of shares for at least 90 days before the date of receipt of such demand (§ 122 section 2 in conjunction with § 122 section 1 sentence 3 AktG) and that they will be in possession of the shares until the Executive Board has made a decision on the respective demand. As regards the computation of the period of shareholding, § 70 AktG is applicable. § 121 section 7 AktG shall be applied to the calculation of the period analogously. The date of receipt of any demand will not be included in the calculation. Rescheduling from a Sunday, Saturday, or holiday to a preceding or following working day is not an option. §§ 187 through 193 BGB will not be applied analogously.

### **Countermotions and nominations or appointment proposals (pursuant to §§ 126 section 1, 127 AktG)**

The Company will make countermotions by shareholders on particular items of the agenda and nominations by shareholders for the election of Supervisory Board members, the appointment of the auditor or the auditor of the sustainability report accessible on the Company's website at [www.adidas-group.com/agm](http://www.adidas-group.com/agm), including the shareholder's name, the explanatory statement - if required and available - and a possible statement by the management insofar as the following requirements are met:

Any countermotions to a proposal of the Executive Board and/or the Supervisory Board on a specific agenda item as well as any election or appointment proposals must be received by the Company by April 22, 2026, 12:00 a.m. CEST, so as to be made accessible. They must be sent exclusively to

adidas AG  
Supervisory Board Office & Corporate Legal  
Adi-Dassler-Straße 1  
91074 Herzogenaurach

or by e-mail to

agm-service@adidas-group.com.

Countermotions and nominations or appointment proposals must be submitted in German. Should they be published in English as well, a corresponding translation must be attached.

Countermotions require a statement of reasons. A countermotion and its statement of reasons do not need to be made accessible by the Company if one of the facts of exclusion pursuant to § 126 section 2 sentence 1 AktG exists. The statement of reasons does not have to be made accessible either if the entire document consists of more than 5,000 characters.

Shareholders' proposals on the election of Supervisory Board members or the appointment of the auditor do not require a statement of reasons. Shareholders' proposals do not have to be made accessible by the Company if one of the facts of exclusion in accordance with §§ 127 sentence 1, 126 section 2 sentence 1 AktG exists or if they do not contain the full name, the exercised profession and the place of residence of the candidate, and, in case of proposals on the election of Supervisory Board members, details on their membership in other statutory supervisory boards (§ 127 sentence 3 AktG).

The right of each shareholder to submit countermotions on various agenda items or to make election or appointment proposals during the Annual General Meeting remains unaffected.

We would like to point out that countermotions and election or appointment proposals, even if they were made accessible upon shareholders' request prior to the Annual General Meeting, will only be considered at the Annual General Meeting if they are submitted at the meeting.

### **Right to information (pursuant to § 131 section 1 AktG)**

At the Annual General Meeting, every shareholder or their shareholder representative who registered in a due and proper manner in accordance with § 131 section 1 AktG may request information from the Executive Board on matters of the Company, the legal and business relations of the Company to an affiliated company as well as on the business situation of the Group and the companies included in the consolidated financial statements if such information is required for the proper evaluation of an item of the agenda. In general, requests for the provision of information are to be made orally at the Annual General Meeting during the general debate.

Any information must conform to the principles of conscientious and truthful accountability. Pursuant to the requirements stipulated under § 131 section 3 AktG, the Executive Board may refuse to provide information.

Pursuant to § 22 section 2 of the Articles of Association, the Chairman of the meeting can limit the shareholders' right to speak to an appropriate time limit. At the beginning of the General Meeting or during its course, the chairperson is in particular authorized to set an appropriate time frame for the entire course of the General Meeting, for individual agenda items or for individual questions or statements.

### **Further explanations**

Further explanations on shareholders' rights pursuant to §§ 122 section 2, 126 section 1, 127, 131 section 1 AktG are available online at [www.adidas-group.com/agm](http://www.adidas-group.com/agm).

### **Documents pertaining to the Annual General Meeting; publications on the Company's website**

This invitation convening the Annual General Meeting with the legally required statements and explanations as well as the further documents and information specified in § 124a AktG are accessible on the Company's website at [www.adidas-group.com/agm](http://www.adidas-group.com/agm) until the conclusion of the Annual General Meeting. The documents are also available during the Annual General Meeting.

Moreover, a recording of the entire speech of the Chief Executive Officer will be available on the Company's website after the Annual General Meeting. Furthermore, the presentations held during the Annual General Meeting as well as the voting results will be available on the Company's website shortly after the Annual General Meeting.

### **Participation of the Executive Board and Supervisory Board members in the Annual General Meeting**

All members of the Executive Board and Supervisory Board generally intend to participate in person in the Annual General Meeting.

**Total number of shares and voting rights**

As at the date of convocation of the Annual General Meeting, the Company's nominal capital amounts to EUR 180,000,000 divided into 180,000,000 registered no-par-value shares. Each share grants one vote. Therefore, the total number of shares and of voting rights at the Annual General Meeting amounts to 180,000,000. This total number of shares includes 4,640,940 treasury shares held by the Company at the date of convocation which do not confer any rights to the Company.

## IV. PRIVACY NOTICE

Please note that adidas AG is responsible for your personal data.

Your personal data will be processed to maintain the share register, to communicate with you as a shareholder, and to conduct our Annual General Meeting. The legal basis for the processing of your personal data is our obligation to comply with applicable laws and to protect our legitimate interests.

Further information on data privacy in connection with our Annual General Meeting is available at [www.adidas-group.com/agm](http://www.adidas-group.com/agm). adidas AG will send you a printed copy of this information upon request.

If you have any questions or wish to contact adidas AG for any other reason in relation to the processing of your personal data, please reach out to the Global Privacy Officer or the Global Privacy Team at [adidasPrivacy@adidas.com](mailto:adidasPrivacy@adidas.com) with the subject 'Shareholder request'.

Herzogenaurach, March 2026

**adidas AG**  
**The Executive Board**