

**ANNUAL GENERAL MEETING ATTENDANCE INCREASED FURTHER** The Annual General Meeting is a platform for dialog between our shareholders and the Executive and Supervisory Boards. It is also the forum for shareholders to execute their voting rights. At our Annual General Meeting on May 10, 2007, 44 % of the capital with voting rights was present. This represents an increase of 5 percentage points compared to the prior year. We attribute this considerable increase in the attendance rate to the proxy solicitation conducted prior to the Annual General Meeting, when our shareholders were directly contacted and informed on the exact deadlines, registration requirements and possibilities for exercising their voting rights. Furthermore, our shareholders may utilize our enhanced Internet service. This service offers our shareholders the possibility to have their voting rights exercised by a proxy appointed by adidas AG, a service which can be requested in writing or via the Internet until the end of the general debate (7.8% of the stock capital exercised voting rights via the Internet at the 2007 Annual General Meeting). In light of the increasing importance of electronic transmission of information, we created the necessary preconditions for this with the amendment to the Articles of Association resolved by the shareholders. The use of the Internet service has been sustainably supported, and obstacles, especially with regard to the cross-border exercise of voting rights, have been reduced. At our next Annual General Meeting, taking place on May 8, 2008 in Fuerth (Bavaria), we will again provide our shareholders with the best possible service.

**DIRECTORS' DEALINGS AND SHARE OWNERSHIP** Pursuant to § 15a of the German Securities Trading Act (Wertpapierhandelsgesetz – WpHG) Executive and Supervisory Board members, other key executives as well as persons in close relationship with them are required to disclose the purchase or sale of adidas AG shares or related financial instruments within five business days (Directors' Dealings). In 2007, we received eight Directors' Dealings notifications relating to adidas shares (ISIN DE0005003404), which were published at [www.adidas-Group.com/directors\\_dealings](http://www.adidas-Group.com/directors_dealings). We received no notification from our Executive or Supervisory Boards in 2007 relating to their ownership of adidas AG shares or financial instruments pursuant to Article 6.6 of the German Corporate Governance Code. Further, we did not receive any notifications in 2007 according to which individual Executive or Supervisory Board members' share ownership reached, exceeded or fell below the applicable notification thresholds provided in the German Securities Trading Act.

#### DIRECTORS' DEALINGS IN 2007

Frankfurt am Main, Date	Name	Position	Type of transaction	Number of shares	Price in €	Transaction volume in €
April 11, 2007	Christian Tourres	Supervisory Board	Sale	80,000	43.00	3,440,000.00
April 17, 2007	Christian Tourres	Supervisory Board	Sale	80,000	45.10588	3,608,446.40
November 8, 2007	Christian Tourres	Supervisory Board	Sale	100,000	47.915	4,791,500.00
November 16, 2007	Herbert Hainer	Executive Board	Purchase	1,094	46.50	50,871.00
November 16, 2007	Herbert Hainer	Executive Board	Purchase	500	46.44	23,220.00
November 16, 2007	Herbert Hainer	Executive Board	Purchase	406	46.49	18,874.94
November 27, 2007	Fritz Kammerer	Supervisory Board	Purchase	220	44.82	9,860.40
December 28, 2007	Christian Tourres	Supervisory Board	Sale	100,000	50.615	5,061,500.00