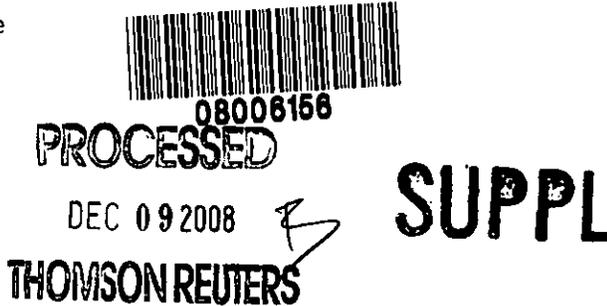


United States Securities  
and Exchange Commission  
Attn. Mr. Paul Dudek  
Division of Corporate Finance  
450 Fifth Street, NW

Washington, D.C. 20549  
USA

01.12.2008

RECEIVED  
2008 DEC -5 A 1:15  
OFFICE OF INTERNATIONAL  
CORPORATE FINANCE



**SUPL**

**SEC Filing /**

**Exemption purs. to rule 12g-3-2(b) under the Securities Exchange Act of 1934  
adidas AG / File No. 82-4278**

Dear Mr. Dudek,

in compliance with the above rule, please find attached the following statutory publications which were not published in that form on our website:

- Publication of Change of the No. of Voting Rights of October 31, 2008 through euro adhoc according to § 26a WpHG (Attachment No. 1)
- Notification concerning transactions by persons performing managerial responsibilities purs. to § 15a WpHG published through euro adhoc on November 12, 2008 (Attachment No. 2)
- Notification concerning transactions by persons performing managerial responsibilities purs. to § 15a WpHG published through euro adhoc on November 14, 2008 (Attachment No. 3)
- Announcement Pursuant to § 62 Section 3 of the German Law Regulating Transformation of Companies published on November 28, 2008 (Attachment No. 4)
- Announcement Pursuant to § 62 Section 3 of the German Law Regulating Transformation of Companies published on November 28, 2008 (Attachment No. 5)

The above publications were disclosed promptly via Pink OTC Markets' OTCQX listing platform.

Please be informed that we are aware of the amendments passed by the SEC with regard to Rule 12g-3-2(b). Within the three months' transition period, we will ensure that all publications will be available on our corporate website and we will subsequently refrain from filing additional paper submissions.

adidas AG  
Postfach 1120  
91072 Herzogenaurach  
Germany

T [+49] 9132 84-2466  
F [+49] 9132 84-3219  
anja.smith@adidas-Group.com

Chairman of  
Supervisory Board:  
Dr. Hans Friderichs

Chairman of  
Executive Board:  
Herbert Hainer

Executive Board:  
Glenn Bennett  
Robin Stalker  
Erich Stamminger

adidas-Group.com

91072  
Herzogenaurach

Amtsgericht Fürth  
HRB 3868

UST-IDNR:  
DE 132490588

HypoVereinsbank, Erlangen  
BLZ 76320072 / Kto. 4 607 112

Dresdner Bank, Erlangen  
BLZ 76080040 / Kto. 540 690 000

Bay. Landesbank, München  
BLZ 70050000 / Kto. 54 719

page 2

If you need further information, please do not hesitate to contact me.

Kind regards,

Attachments

adidas AG  
Group Legal/Corporate

A handwritten signature in black ink, appearing to read "Anja Smith". The signature is written in a cursive, flowing style.

Anja Smith

euro adhoc: adidas AG / Release according to article 26a WpHG (Securities Trading Act) with the aim of a Europe-wide distribution

-----  
Total number of voting rights announcement transmitted by euro adhoc. The issuer is responsible for the content of this announcement.  
-----

adidas AG hereby announces that at the end of the month October 2008 the number of voting rights amounts to a total of 198186737 voting rights. The change of total voting rights is effective as of 06.10.2008.

emitter: adidas AG  
Adi-Dassler-Str. 1-2  
D-91074 Herzogenaurach  
phone: +49 (0)9132 84-0  
FAX: +49 (0)9132 84-2241  
mail: investor.relations@adidas-Group.com  
WWW: http://www.adidas-Group.com  
sector: Recreational & Sports goods  
ISIN: DE0005003404, A0DMK03  
indexes: DAX, CDAX, HDAX, Prime All Share  
stockmarkets: regulated dealing/prime standard: Börse Frankfurt, free trade:  
Börse Berlin, Börse Hamburg, Börse Stuttgart, Börse Düsseldorf,  
Börse Hannover, Börse München  
language: English

RECEIVED  
2008 OCT -5 A 11:15  
U.S. DEPARTMENT OF  
CORPORATE FINANCE

euro adhoc: adidas AG / Directors' Dealings 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:  
-----

Name: Robin Stalker

Reason for the disclosure requirement:  
-----

Reason: Person performing managerial responsibilities  
Position: Member of a managing body

Details of the transaction:  
-----

Description of financial instrument: adidas shares  
ISIN: DE0005003404  
Type of transaction: purchase  
Date: 10.11.2008  
No of items: 3600  
Currency: Euro  
Price: 28.4300  
Total amount traded: 102,348.0000  
Place: Frankfurt/Main  
Explanation: Purchase was executed via a joint account held by Robin Stalker and his wife, Cornelia Stalker.

Further inquiry note:  
-----

Issuer subject to the publication requirement:  
-----

emitter: adidas AG  
Adi-Dassler-Str. 1-2  
D-91074 Herzogenaurach  
phone: +49 (0)9132 84-0  
FAX: +49 (0)9132 84-2241  
mail: investor.relations@adidas-Group.com

WWW: <http://www.adidas-Group.com>  
sector: Recreational & Sports goods  
ISIN: DE0005003404, A0DMK03  
indexes: DAX, CDAX, HDAX, Prime All Share  
stockmarkets: regulated dealing/prime standard: Börse Frankfurt, free trade:  
Börse Berlin, Börse Hamburg, Börse Stuttgart, Börse Düsseldorf,  
Börse Hannover, Börse München  
language: English

euro adhoc: adidas AG / Directors' Dealings 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:  
-----

Name: Herbert Hainer

Reason for the disclosure requirement:  
-----

Reason: Person performing managerial responsibilities  
Position: Member of a managing body

Details of the transaction:  
-----

Description of financial instrument: adidas AG shares

ISIN: DE0005003404

Type of transaction: purchase

Date: 13.11.2008

No of items: 4000

Currency: Euro

Price: 24.9200

Total amount traded: 99,680.0000

Place: Frankfurt/Main

Explanation:

Further inquiry note:  
-----

Issuer subject to the publication requirement:  
-----

emitter: adidas AG  
Adi-Dassler-Str. 1-2  
D-91074 Herzogenaurach  
phone: +49 (0) 9132 84-0  
FAX: +49 (0) 9132 84-2241  
mail: investor.relations@adidas-Group.com  
WWW: http://www.adidas-Group.com

sector: Recreational & Sports goods  
ISIN: DE0005003404, A0DMK03  
indexes: DAX, CDAX, HDAX, Prime All Share  
stockmarkets: regulated dealing/prime standard: Börse Frankfurt, free trade:  
Börse Berlin, Börse Hamburg, Börse Stuttgart, Börse Düsseldorf,  
Börse Hannover, Börse München  
language: English

**adidas AG**  
**Herzogenaurach**

**WKN: 500340**  
**ISIN DE0005003404**

**Announcement Pursuant to § 62 Section 3 of the Law Regulating Transformation of Companies (Umwandlungsgesetz - UmwG)**

Reebok Deutschland GmbH, registered under HRB 10929 at the commercial register of the local court Fuerth, as transferring company shall be merged into adidas AG, registered under HRB 3868 at the commercial register of the local court Fuerth, as absorbing company. Thus, Reebok Deutschland GmbH transfers its entire assets and property including all rights and obligations by dissolution without liquidation to adidas AG by means of a merger (§ 2 number 1 UmwG). The merger shall be carried out internally effective as of January 1, 2009 (effective date of the merger). The merger is based on the annual balance sheet of Reebok Deutschland GmbH as at December 31, 2008 as closing balance.

The draft of the merger agreement was submitted to the commercial register responsible for adidas AG. The Executive Board is planning to make use of § 62 section 1 UmwG as at the time of the resolution by the shareholders' meeting of Reebok Deutschland GmbH on the approval of the merger agreement more than 90% of the stock capital of Reebok Deutschland GmbH will be owned by the absorbing company, adidas AG, hence a resolution on the merger is not required with regard to adidas AG.

The Executive Board hereby informs the shareholders of their right pursuant to § 62 section 2 UmwG. In accordance with this, a resolution on the merger by the Annual General Meeting is only required if shareholders of adidas AG, whose shares amount to one twentieth of the stock capital, demand the convocation of an Annual General Meeting in which the approval of the merger shall be resolved. A demand for convocation can only be considered if it is made no later than the end of December 31, 2008, proving their share property. Such convocation shall be addressed to adidas AG.

At the business premises of adidas AG, Adi-Dassler-Strasse 1, 91074 Herzogenaurach, the following documents are on display for shareholders:

1. Draft of the merger agreement between adidas AG and Reebok Deutschland GmbH,
2. Annual accounts and management report of adidas AG for the fiscal years of 2005, 2006 and 2007,
3. Annual accounts and management reports of Reebok Deutschland GmbH for the fiscal years of 2005, 2006 and 2007,
4. Interim financial statements of adidas AG and Reebok Deutschland GmbH as at September 30, 2008.

On request, each shareholder of adidas AG will be provided with copies of these documents promptly and without charge.

Herzogenaurach, November 2008

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

**adidas AG**  
**Herzogenaurach**

**WKN: 500340**  
**ISIN DE0005003404**

**Announcement Pursuant to § 62 Section 3 of the Law Regulating Transformation of Companies (Umwandlungsgesetz - UmwG)**

ASL - American Sports & Leisure Vertriebs GmbH, registered under HRB 10926 at the commercial register of the local court Fuerth, as transferring company shall be merged into adidas AG, registered under HRB 3868 at the commercial register of the local court Fuerth, as absorbing company. Thus, ASL - American Sports & Leisure Vertriebs GmbH transfers its entire assets and property including all rights and obligations by dissolution without liquidation to adidas AG by means of a merger (§ 2 number 1 UmwG). The merger shall be carried out internally effective as of January 1, 2009 (effective date of the merger). The merger is based on the annual balance sheet of ASL - American Sports & Leisure Vertriebs GmbH as at December 31, 2008 as closing balance.

The draft of the merger agreement was submitted to the commercial register responsible for adidas AG. The Executive Board is planning to make use of § 62 section 1 UmwG as at the time of the resolution by the shareholders' meeting of ASL - American Sports & Leisure Vertriebs GmbH on the approval of the merger agreement more than 90% of the stock capital of ASL - American Sports & Leisure Vertriebs GmbH will be owned by the absorbing company, adidas AG, hence a resolution on the merger is not required with regard to adidas AG.

The Executive Board hereby informs the shareholders of their right pursuant to § 62 section 2 UmwG. In accordance with this, a resolution on the merger by the Annual General Meeting is only required if shareholders of adidas AG, whose shares amount to one twentieth of the stock capital, demand the convocation of an Annual General Meeting in which the approval of the merger shall be resolved. A demand for convocation can only be considered if it is made no later than the end of December 31, 2008, proving their share property. Such convocation shall be addressed to adidas AG.

At the business premises of adidas AG, Adi-Dassler-Strasse 1, 91074 Herzogenaurach, the following documents are on display for shareholders:

1. Draft of the merger agreement between adidas AG and ASL - American Sports & Leisure Vertriebs GmbH,
2. Annual accounts and management report of adidas AG for the fiscal years of 2005, 2006 and 2007,
3. Annual accounts of ASL - American Sports & Leisure Vertriebs GmbH for the fiscal years of 2005, 2006 and 2007,
4. Interim financial statements of adidas AG and ASL - American Sports & Leisure Vertriebs GmbH as at September 30, 2008.

On request, each shareholder of adidas AG will be provided with copies of these documents promptly and without charge.

Herzogenaurach, November 2008

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

**END**