

# Investor Relations Report



Mr. CHONG Yik Kay  
*Chief Financial Officer*

# Investor Relations Report

## OVERVIEW

The Group has always been a steadfast believer in strong effective investor relations ("IR") and has made this an integral part of its management philosophy. The Group's well-trained IR professionals are dedicated to maintaining healthy, two-way communications with the Group's stakeholders, including shareholders, investors and the media, in a consistent, timely and highly-transparent manner.

While the Group faced a series of challenges in 2011, it persisted in its long-held practice of proactive engagement with investors and shareholders. The Group's dedicated team of IR professionals works tirelessly to ensure investors are kept up to date with the Group's long-term development, strategies, competitive landscape, financial performance, and operations. By employing a variety of communications channels at its disposal, the Group strives to empower the investment community as well as the public with a thorough and up-to-date understanding of the Group's businesses.

This enables the Group to deliver its key messages to stakeholders, while also allowing it to gather valuable external feedback to support the Company's future development and business strategies. It is of tremendous strategic advantage for the Group to benefit from this collective insight and diversity of business acumen to help it sustain business growth and formulate future strategies.

## PROACTIVE COMMUNICATION

The Group strictly adheres to non-selective disclosure guidelines to ensure that communications with shareholders, investors and the media are open and fair. No material, non-public information is made available to any individual on a selective basis.

Given the challenging circumstances of 2011, the Group remained committed to maintaining the frequency and intensity of its external communications to keep the financial community fully aware of its activities in order to generate greater awareness of its developments on an ongoing basis.

In addition to the systematic communications programme that encompasses investor meetings, investment conferences, telephone conferences, site visits and media relations activities, the Group proactively communicated with investors through management presentations in January and July of 2011 to facilitate a better understanding of the Group's future outlook and strategies prior to our official results announcements.

Meanwhile, the corporate websites: [www.lining.com](http://www.lining.com), [www.irasia.com/listco/hk/lining](http://www.irasia.com/listco/hk/lining) and [www.li-ning.com.cn](http://www.li-ning.com.cn), are constantly updated in order to convey the Group's latest information. In addition, in an effort to make information more readily accessible to stakeholders, our IR website, [www.lining.com](http://www.lining.com) has been revamped with compelling visuals and newly-added features such as stock charts, a Corporate Social Responsibility section and a new Shareholders section. We are confident that the enhanced website will further assist stakeholders to gain a thorough understanding of the Group, as well as providing them with valuable and timely business data.

## Investor Opinion Audit

Since its listing on The Stock Exchange of Hong Kong in 2004, the Group has conducted annual investor opinion audits to gain valuable insights and guidance which are considered with high regard when developing business strategies. This year, through an online survey, we received an encouraging number of responses from foreign and domestic investors who provided their views relating to areas such as the Group's operation strategies, industry outlook, and performance in investor relations and corporate governance.

These valuable suggestions and comments provide unique insights and a strong basis for the Group to evaluate its current business strategies, direction, and development and will play a role in the Group's strategic planning.

## Summary

Below is a summary of our IR programme:

Event type	2011	2010
Result presentations for investors and media	<b>2 times</b> <b>7 times</b>	2 times 14 times
Roadshows (including reverse roadshows)	<b>(total 98 meetings)</b>	(total 215 meetings)
Investment forums	<b>3 times</b> <b>(total 37 meetings)</b>	10 times (total 95 meetings)
Media interviews	<b>2 times</b>	9 times
Investors group tours	<b>3 times</b>	4 times
Regular face-to-face meetings with investors	<b>71 times</b>	68 times
Conference calls with investors	<b>52 times</b>	52 times
Visits to the Company's stores	<b>23 times</b>	22 times
Sell-side analysts conference-calls	<b>5 time</b>	4 times
Investor opinion audit	<b>1 time</b>	1 time

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In 2011, the Group actively controlled the frequency of overseas road shows and attendance at investment forums according to the conditions of the capital market. Nonetheless, the Group is dedicated to engaging in a focused and effective communication with investors and shareholders, enabling them to better understand the Group's business reform and future development strategies.

In 2011, the Group received the following awards in recognition of its diligent IR achievements with shareholders and the public:

- The Asset Corporate Awards 2011 – Gold Award for Social and Environmental Responsibility and Investor Relations” by the Asset Magazine.
- Selected as a constituent stock of the Hang Seng Corporate Sustainability Index Series
- 2011 ARC International Awards – Honours Award for the design of Annual Report 2010
- 21st Astrid Awards – Gold Award for the design of Interim Report 2010
- 24th Mercury Awards – Honours Award for the design of Interim Report 2010
- 24th Mercury Awards – Bronze Award for the Overall Presentation: Consumer Goods of Annual Report 2010
- 24th Mercury Awards – Bronze Award for the Overall Presentation: Manufacturing and Distributing of Annual Report 2010

Companies were presented by acclaimed international organisations based on their overall business performance, management strategies, corporate governance and transparency as well as quality of investor relations work. The Company is greatly honoured to receive such accolades as they reflect its sound planning and implementation of the highest standards in IR principles and practices.

## Future Outlook

In the face of the challenges in the global economy and planned business reforms, the Group is determined to further enhance its transparency as well as the effective and timely communication with shareholders and the public. The IR Department will continue its vigorous efforts in delivering information of the Group and

fostering healthy relationships with the investment community. Through the IR Department's efforts, we are confident that more and more investors will discover Li Ning, listen to Li Ning, understand Li Ning, care about Li Ning, and, ultimately, flourish with Li Ning.

## INFORMATION FOR INVESTORS

### Share Information

Listing: Main Board of the Hong Kong Stock Exchange  
on 28 June 2004  
Stock code: 2331  
Board lot: 500 Shares  
Number of Shares in issue as at 31 December 2011:  
1,055,683,629  
Market capitalisation as at 31 December 2011:  
approximately HK\$6,513,568,000

### Dividends for 2011

Interim dividend: RMB11.13 cents per Share  
Final dividend: Nil

### Financial Calendar

Announcement of interim results: 24 August 2011  
Announcement of annual results: 29 March 2012  
Annual general meeting record date\*: 8 May 2012  
Annual general meeting: 11 May 2012

\* For the purpose of determining the right to attend and vote at the annual general meeting

### Corporate Websites

<http://www.lining.com>  
<http://www.irasia.com/listco/hk/lining>  
<http://www.li-ning.com>

### IR Contact

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