

# > Investor Relations Report

## OVERVIEW

In 2014, under the premise of ensuring the effective implementation of investor relations scheme, the Company and the management further enhance the daily communication with the investment community showing continuous interest in the business development of the Company. During the year, the business operations of the Company improved, new products received continuous recognition from consumers, distribution channels were optimised, and the retail capability of the channels were also enhanced. All these attainments contributed to the growth in revenue. However, it takes time for recovery of business operations to be reflected in the financial performance. Under such circumstances, timely grasping the opportunity to communicate and interact with investors to enable them to have a better and more precise understanding of the development of the Company in the ever-changing market environment is pivotal. As such, the Company and the investor relations team strive to maintain smooth day-to-day communication channels, and listen to and attach importance to the questions and feedback from investors on the progress of business development, as a proactive measure to safeguard two-way communication.

## ENHANCE INFORMATION TRANSPARENCY AND STABILISE MARKET CONFIDENCE

In 2014, new market opportunities arising in the domestic sportswear industry was accompanied by the intensifying cut-throat market competition among peers. Against such a backdrop, with various business measures implemented by the Company, the Investor Relations Department actively communicated with investors and opened up communication opportunities to let investors have a clearer understanding of the recovery trend and key progress of the Company.

During the year, the Company attached higher importance to interaction on the basis of maintaining the smooth operation of various investor relations activities. The frequency of regular meetings and conference calls between the Company's management or Investor Relations Department and investors increased significantly, and information was collated in a timely manner after the meetings to enhance the investor database. Concurrently, on top of regular communication the Company organised investor activities of a larger scale in line with the business development of the Company, and engaged in intensive communication with investors in a uniform way under a clear goal, including inviting them to participate in reverse roadshows at the headquarters of the Company in Beijing, offering opportunities for in-depth communication and dialogues with the senior management of the Company to gain a more direct and comprehensive understanding of the status of development of major business sectors; and convening conference calls for special incidents in a timely manner to respond to concerns of investors and provide explanation on relevant concepts and rationales. On the basis of strict compliance with the various information disclosure requirements of the Hong Kong Stock Exchange, the Company strives to expand the depth and breadth of information dissemination to enhance information transparency, and stabilising market confidence on the long-term development of the Company.

The details of all investor relations initiatives for the year are provisionally listed as follows:

Type of initiative	2014	2013	2012
Roadshows (including reverse roadshows)	<b>3 times</b> <b>(37 meetings in total)</b>	2 times (22 meetings in total)	7 times (81 meetings in total)
Investor forums	<b>1 time</b>	1 time	1 time
Regular one-on-one meetings	<b>110 times</b>	43 times	59 times
Investor conference calls	<b>89 times</b>	87 times	70 times
Investor store visits	<b>18 times</b>	17 times	23 times
Investor site visits	<b>3 times</b>	2 times	1 time
Investor perception audits	<b>0 time</b>	3 times	0 time
Stock commentator roundtables	<b>2 times</b>	1 time	0 time

## OUTLOOK

The Company always values the continuous support from investors towards its development strategies and business model, recognises the paramount importance of maintaining a good shareholder base to garner essential support from investors, and firmly believes that efficient investor relations is part and parcel of the management philosophy of the Company. As the Company moves onto a new stage of development in 2015, its Investor Relations Department will continue to adhere to the principles of accessible, credible and timely (the "ACT") and help investors fully comprehend the development strategies and philosophies of the Company and uphold confidence of the market and investors on the long-term development of the Company through continuous communication.

## 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

No. of issued shares as at 31 December 2014: 1,433,951,048

Market capitalisation as at 31 December 2014:  
approximately HK\$5,434,674,472

## Dividend for 2014

Interim dividend: Nil

Final dividend: Nil

## Financial Calendar

Announcement of annual results: 18 March 2015

Annual General Meeting: 5 June 2015

## Corporate Websites

Li Ning Official Website – Chinese only:  
<http://www.lining.com>

Li Ning IR Website: <http://ir.lining.com>

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