

Investor Relations Report

REVIEW

During the year, capitalizing on the breakeven in 2015 and coupling with the implementation of development strategies and a set of initiatives, various indicators indicated that the Company's performance in financial, operational and products was enhancing steadily. On the basis of the active development of the proprietary technology platform for LI-NING brand, we enhanced the product and brand value by constantly riding on the fashion trend, with an aim to optimize consumer and tournament experience through product experience. Meanwhile, we continued to refine the classification of retail channels to enhance products sales performance and retail efficiency, led by products categorization such as basketball, running and sports casual. In line with the Company's business development and the increasing concern from the investment community on the Company's business development, the investor relations team continued to maintain an effective two-way communication, so as to demonstrate a more complete picture of the Company's development focus and progress to the investment community under the principle of being accessible, credible and timely (the "ACT").

THE "ACT" PRINCIPLE

In 2016, the Company continued to adhere to the ACT principle and responded actively so as to maintain effective communications with investors showing continuous interest in the business development of the Company.

The Investor Relations Department strictly complied with the relevant requirements of the Hong Kong Stock Exchange to disclose information on a regular basis whilst significantly increased the number of meetings and conference calls in response to the increasing concerns from the investment community on the Company's operating performance. Meanwhile, in order to deepen and broaden the conveying of information, the Investor Relations Department also attended forums to conduct interactive communication in a more focused way. Except the black-out period prior to the results announcement, the Department responded to the questions in an effective and timely manner. At the same time, it served as a two-way bridge to collect the feedbacks from the investment community for consideration of the Company's management concerning its future development.

Type of activities	2016	2015
Roadshows (including reverse roadshows)	2 times (42 meetings in total)	2 times (43 meetings in total)
Forum	1 time (12 meetings in total)	0 time
Meeting	137 times	92 times
Conference call	170 times	160 times
Store visit	12 times	18 times

PROSPECT

In 2017, the Investor Relations Department will continue to adhere to the ACT principle and accommodate the business development of the Company with an aim to facilitate the understanding by the investment community of the Company's current and future development in a more timely and comprehensive way so as to secure the confidence of the capital market on the long-term development of the Company.

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 2016: 2,005,317,338

Market capitalisation as at 31 December 2016:
approximately HK\$9,765,895,436

Dividend for 2016

Interim dividend: Nil

Final dividend: Nil

Financial Calendar

Announcement of annual results: 22 March 2017

Annual General Meeting: 16 June 2017

Corporate Websites

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

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

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