

Investor Relations Report

During the year, the Investor Relations Department of the Company continued to adhere to the principle of being accessible, credible and timely (the “ACT” principle) to constantly maintain effective communications with investors showing continuous interests in the business development of the Company.

In 2017, it remained the core development focus of the Company to vigorously explore and offer LI-NING brand value and enhance our brand image through digital operation. The Company continued to focus on the product competitiveness and efficiency to continuously optimize the LI-NING brand business model and develop the “precise + swift” operation model in line with retail efficiency and effective operation in order to stimulate the vitality of the Company through its business model. During the year, with the continuous improvement of key operating indicators of the Company, our profitability improved steadily and the business maintained steady growth and efficiency of sales channels continued to be enhanced. In order to be further in line with the Company’s pace of business development and the concern from the investment community on the progress of the Company’s core business, the investor relations team continued to deepen and broaden the communication with the investment community, striving to demonstrate a more complete picture of the Company’s development focus to the investment community.

During the year, the Investor Relations Department strictly complied with the relevant requirements of the Hong Kong Stock Exchange to disclose information on a regular basis. At the same time, it remained timely communication with the investment community on the Company’s operating performance, continued to maintain the active daily meeting and conference call mechanism with them and increased participation in investors’ forums. The Department deepened and broadened the conveying of information through more focused interactive communication. To cope with the demand of the investment community for the knowledge on the retail business of the Company in a more detailed and practical way, the Department organized various store visit activities in various regions to facilitate the investment community to experience LI-NING brand value more comprehensively. Except the black-out period prior to the results announcement, the investor relations team responded to the questions in an effective and timely manner. At the same time, it served as a two-way link to collect the feedbacks from the investment community for consideration of the Company’s management concerning its future development.

Type of activities	2017	2016
Roadshows (including reverse roadshows)	2 times (49 meetings in total)	2 times (42 meetings in total)
Forum	4 times (55 meetings in total)	1 time (12 meetings in total)
Meeting	130 times	137 times
Conference call	206 times	170 times
Store visit	25 times	12 times

PROSPECT

In 2018, 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 2017: 2,178,441,416

Market capitalisation as at 31 December 2017: approximately HK\$13,789,534,163

Dividend for 2017

Interim dividend: Nil

Final dividend: Nil

Financial Calendar

Announcement of annual results: 21 March 2018

Annual General Meeting: 15 June 2018

Corporate Websites

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

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

Contact for Investor Relations

Suites 1, 7-15, Level 45, Office Tower
Langham Place, 8 Argyle Street, Mongkok
Kowloon, Hong Kong

Investor Relations Department, Li Ning Company Limited

Telephone: +852 3541 6000

Fax: +852 3102 0927

Email: investor@li-ning.com.cn