

# Investor Relations Report

During the year, the Company's key operational indicators continued to improve. Revenue recorded steady growth and profitability continued to increase with continuous improvement in terms of sales channel and retail efficiency. Strengthening and enhancing LI-NING's experience value have always been a focus of our work. In order to accommodate the rapid changes in the market, the Company continued to optimize its product structure by breaking traditional concepts and launching new products constantly. Meanwhile, we further developed the LI-NING's business model by continuously improving the establishment of a highly efficient retail operation platform with a view to enhancing our efficiency. During the year, in order to consistently in line with the Company's pace of business development and intensive 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 business development to the investment community.

In 2018, the Investor Relations Department of the Company continued to adhere to and actively advocate the principle of being accessible, credible and timely (the "ACT" principle) to constantly maintain effective communications with investors showing interests 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, at the same time maintaining timely communication with the investment community on the Company's operating performance. A smooth and effective two-way communication model was maintained through the active daily meeting and conference call mechanism. The Department deepened and broadened the conveying of information by further enhancing the participation in investors' forums and conducting more focused interactive communication. To actively respond to the demand of the investment community for the knowledge on the retail business of the Company, the Department organized various store visit activities in various regions to help the investment community to experience LI-NING brand value in a more detailed, practical and comprehensive way. Except the black-out period prior to the results announcement, the investor relations team responded to the questions in a timely and effective manner. At the same time, it served as a two-way link to summarize and collect the feedbacks from the investment community, which will serve as significant references for the Company's management in considering future development.

Type of activities	2018	2017
Roadshows (including reverse roadshows)	2 times (67 meetings in total)	2 times (49 meetings in total)
Forum	8 times (79 meetings in total)	4 times (55 meetings in total)
Meeting	115 times	130 times
Conference call	241 times	206 times
Store visit	19 times	25 times

In 2019, 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 comprehensive and timely manner 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 2018: 2,191,401,622

Market capitalisation as at 31 December 2018: approximately HK\$18,407,773,625

### Dividend for 2018

Interim dividend: Nil

Final dividend: RMB8.78 cents per Share

### Financial Calendar

Announcement of annual results: 21 March 2019

Annual General Meeting: 14 June 2019

### 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](mailto:investor@li-ning.com.cn)