

# INVESTOR RELATIONS REPORT

In 2019, the sports market was still booming. The sports enthusiasts' professional insights on consumption has become increasingly matured, with their fields of focus on sports continuously breaking the tradition and expanding towards more diversified combinations driven by various interests and hobbies. Meanwhile, their vertical expertise and reserve in various fields has become more systematic. While the incremental market boosted further increase in demand, the existing market led the overall industry towards a promising future through optimization and upgrade. On this basis, the Group continued to reinforce the development strategy of "Single brand, Multi-categories, Diversified channels" with products, channels and retail capability, and supply chain management as main business focuses, and attracted the attention of consumers with innovative and special activities such as fashion weeks and cross-sector crossover collaborations. In addition, the launch of exclusive products and the development of innovative and diversified channels have further enriched the brand image and influence. During the year, with the remarkable performance of LI-NING core brand, China LI-NING and the new business, the Group saw improvements in its overall profitability with steady improvements in both key operational indicators and operation efficiency.

Never will we reach the goal if we refuse to take the first step. The steady improvement of brand competitiveness and the excellent results performance have won the brand with more consumers on the one hand, and attracted more attention from global capital market on the other, which has in turn brought about new demands and new challenges on the investor relation of the Company. During the year, in strict compliance with the relevant information disclosure requirements of the Hong Kong Stock Exchange, the Investor Relations Department of the Company took "Communication and Discovery, Transmission and Recommendation" as its major task, and adhered to the communication principle of "accessible, credible and timely" to ensure effective communication between seller/analysts and buyer/investors, striving to demonstrate a more complete picture of the Company's business development to the investment community.

## • COMMUNICATION AND DISCOVERY

- Except the black-out period prior to the publication of results announcement, 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 Investor Relations Department deepened and broadened the conveying of information by further enhancing the participation in investors' forums and conducting more focused interactive communication;
- The Investor Relations Department actively listened and responded to the demand of the investment community for the knowledge on the business development of the Company, including issues such as "Environment, Social Responsibility, Corporate Governance" which received increasing attention year by year, as well as focused on discovering outstanding industry standards.

## • TRANSMISSION AND RECOMMENDATION

- As a two-way bridge for information communication, apart from helping the investors experience LI-NING's experience value in a more detailed, practical and comprehensive way, the Investor Relations Department summarized and collected the feedbacks from the investment community and reported to the Company's management, which has become a common work practice;
- The Investor Relations Department consistently summarized and explored excellent industry experience and work practice and report and offer recommendation on such information to the management so as to be committed to providing forward-looking plans to improve operation and corporate governance of the Company.

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Investor communication activities of the Company during the year are summarized as below:

Type of activities	2019	2018	2017
Roadshows (including reverse roadshows)	2 times (64 meetings in total)	2 times (67 meetings in total)	2 times (49 meetings in total)
Forum	8 times (64 meetings in total)	8 times (79 meetings in total)	4 times (55 meetings in total)
Meeting	110 times	115 times	130 times
Conference call	236 times	241 times	206 times
Store visit	18 times	19 times	25 times

In 2019, the Company was awarded the Most Honored Company in "All-Asia Executive Team" organized by Institutional Investor and ranked the first place in a number of awards such as Best Investor Relations Program, Best Investor Relations Professional, Best ESG/SRI Report and Best Corporate Governance in Discretionary Consumption Sector. The Company was also awarded, among others, Best IR Company (Mid Cap) and Best Investor Relations Officer issued by Hong Kong Investor Relations Association. These honors and awards are not only evidence of confidence in the Company from the capital market, but also represent positive recognition from the investment community for our long-term, consistent and stable investor relation work.

Looking forward to 2020, positive and fighting spirit of sportsmanship will still continue to demonstrate self-breakthrough in "Anything is Possible". In line with the Company's development progress, the Investor Relations Department of the Company will continue to focus on the core working principle of "Communication and Discovery, Transmission and Recommendation", emphasize on helping the investment community gain a more comprehensive and prompt understanding of the Company's current development and future approach so as to continuously and proactively maintain confidence of the Company's long-term development from the capital market.



The Company was awarded a number of awards in "All-Asia Executive Team" organized by Institutional Investor such as the Most Honored Company and the Best ESG/SRI Report.

## 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 2019: 2,315,749,455

Market capitalisation as at 31 December 2019: approximately HK\$54,072,749,774

### Dividend for 2019

Interim dividend: Nil

Final dividend: RMB15.47 cents per share

### Financial Calendar

Announcement of annual results: 26 March 2020

Annual General Meeting: 12 June 2020

### Corporate Websites

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

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

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