



INVESTOR RELATIONS REPORT

In 2021, alongside the stabilisation of the pandemic, the economy is on track to recovery, which contributed to the recovery of sports-related consumption to pre-pandemic level. The “new normal” lifestyle resulted from the pandemic continued to prevail, hence consumers’ demand for sports products remained robust. Meanwhile, prompted by the rise of China-chic trend, domestic brands have been gaining awareness and recognition from consumers, which also led to gradual changes in both the industry landscape and consumption pattern. On this basis, the Group continued to further strengthen 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 reinforced the professional image of its brand by continuously upgrading its product technology and design. At the same time, the Group launched innovative and special activities such as fashion weeks and cross-sector crossover collaborations to attract the attention of consumers and enrich its brand image and influence. During the year, the Group saw significant improvements in its revenue and profit margin with further improvements in major financial and operational indicators.

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

Type of activities	2021	2020	2019
Roadshows (including reverse roadshows)	2 times (68 meetings in total)	2 times (65 meetings in total)	2 times (64 meetings in total)
Forum	8 times (63 meetings in total)	8 times (61 meetings in total)	8 times (64 meetings in total)
Meeting	26 times	21 times	110 times
Conference call/online conference	308 times	312 times	236 times

Note:

Affected by the COVID-19 pandemic, investor meetings were mainly conducted by way of online or telephone conference in 2021.

OUTLOOK

In 2022, 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.



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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 2021: 2,616,545,825
Market capitalisation as at 31 December 2021: approximately HK\$223,322,186,164

Dividend for 2021

Interim dividend: Nil
Final dividend: RMB45.97 cents per share

Financial Calendar

Announcement of annual results: 17 March 2022
Annual General Meeting: 15 June 2022

Corporate Websites

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

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