

INVESTOR RELATIONS REPORT

In 2023, China's macroeconomy recovered steadily, however, the residents' consumption power was yet to be further unleashed, and the sports industry faced a multitude of challenges. Nonetheless, the Group proactively responded to the development of the industry to satisfy the sports needs of different consumer groups, and strived to expand its market share steadily. At the same time, the Group made the strategic move to concentrate on the development of functional sports products, and professional products became an effective growth driver of the Group's results. These products also helped the Group gain brand and product influence, hence further enhancing the Group's competitiveness in the sports industry.

Adhering to the development strategy of "Single Brand, Multi-categories, Diversified Channels" with a focus on product, channel and retail operating capacity and supply chain management, the Group stepped up product and technology research and development, improved the operating efficiency of the retail channels, and bolstered the stability and flexibility of the supply chain. During the year, the Group's operations remained healthy and stable as a whole, which demonstrated the excellent resilience of the brand.

The steady improvement of brand competitiveness and the sustainable growth in operating results have won the brand with more consumers on the one hand, and attracted more attention from the 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 announcements, 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 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 reported and offered recommendations on such information to the management so as to be committed to providing forward-looking plans to improve the operation and corporate governance of the Company.

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

Type of activities	2023	2022	2021
Roadshows (including reverse roadshows)	4 (180 meetings in total)	2 (137 meetings in total)	2 (68 meetings in total)
Forum	18 (75 meetings in total)	11 (67 meetings in total)	8 (63 meetings in total)
Meeting/online conference	340	306	334

Looking into 2024, 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.

INFORMATION FOR INVESTORS

Share Information

Listing: Main Board of the Hong Kong Stock Exchange on 28 June 2004

Stock code: 2331 (HKD counter) and 82331 (RMB counter)

Board lot: 500 Shares

No. of issued Shares as at 31 December 2023: 2,625,414,708 Shares

Market capitalisation as at 31 December 2023: approximately HK\$54,871,167,397

Dividend for 2023

Interim dividend: RMB36.20 cents per Share

Final dividend: RMB18.54 cents per Share

Financial Calendar

Announcement of annual results: 19 March 2024

Annual General Meeting: 13 June 2024

Corporate Websites

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

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

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