



LI NING COMPANY LIMITED

李寧有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2331)

Shareholders Communication Policy

1. Purpose

The aim of this Policy is to provide shareholders (“**Shareholders**”) of Li Ning Company Limited (the “**Company**”) with information about the Company to enable them to engage actively with the Company and exercise their rights as Shareholders in an informed manner.

2. Principle

The board of directors of the Company (the “**Board**”) shall maintain an on-going dialogue with Shareholders and in particular for communicating with them and encouraging their participation, through annual general meetings or other general meetings, financial reports and other publications and communications of the Company.

3. General Policy

- 3.1. The Company will ensure effective and timely dissemination of information to Shareholders.
- 3.2. The Company will provide Shareholders with ready access to balanced and understandable information about the Company.
- 3.3. The Company will facilitate Shareholders’ participation in annual general meetings and make available the chairmen of the Board committees, appropriate management executives, auditors at annual general meetings to answer questions from Shareholders.
- 3.4. Shareholders are, at any time, welcome to raise questions, communicate their views on various matters affecting the Company, and request information (to the extent it is publicly available) from the Board and management through the prescribed channel stated in paragraph 4.4.2 below.

4. Communication Strategies

4.1. Corporate Communications

- 4.1.1 Corporate communication refers to any document issued or to be issued by the Company for the information or action of Shareholders or holders of any of its securities, including, but not limited to, the directors’ report and annual accounts

together with a copy of the auditor's report, the interim report, notice of meeting, circular and proxy form.

- 4.1.2 The Company's annual reports and interim reports will be prepared in accordance with the Rules Governing the Listing of Securities (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") Listing Rules and any other relevant laws and regulations.
- 4.1.3 The Company will make available its annual reports and interim reports to its Shareholders in accordance with the Listing Rules and any other relevant laws and regulations.
- 4.1.4 Corporate communications will be provided to Shareholders in both English and Chinese versions in accordance with the Listing Rules and any other relevant laws and regulations to facilitate Shareholders' understanding. Shareholders have the right to choose the language (either English or Chinese) or means of receipt of these corporate communications (in hard copy or through electronic means, subject to any relevant arrangements that are put in place by the Company).
- 4.1.5 Shareholders are encouraged to register for the "E-mail Alerts" service in the Company's website (<http://ir.lining.com/en/media/registration.php>) in order to receive notification when the Company publishes its corporate communications.

4.2. General Meetings

- 4.2.1 Shareholders are encouraged to participate in general meetings or to appoint proxies to attend and vote at meetings for and on their behalf if they are unable to attend the meetings.
- 4.2.2 The notice to Shareholders will be sent for all general meetings in accordance with the Listing Rules and any other relevant laws and regulations.
- 4.2.3 The chairman of the Board will attend the Company's annual general meeting in normal circumstances.
- 4.2.4 The chairman of the annual general meeting will invite the chairmen of the Board Committees to attend. These persons will, in normal circumstances, be available to answer questions at a general meeting.
- 4.2.5 The external auditor of the Company will be requested to attend the annual general meeting to answer questions about the conduct of the audit, the preparation and content of the auditor's report, the accounting policies and auditor independence.
- 4.2.6 Appropriate arrangements for the general meetings shall be in place to encourage Shareholders' participation.

4.3. The Company's website (<http://ir.lining.com>)

- 4.3.1 The Company will place on its website all the Stock Exchange announcements, notices, circulars and other documents as required by the Listing Rules and any other relevant laws and regulations.
- 4.3.2 The Company's news releases, appropriate financial reports and operating data and

information relating to the latest developments of the Company will be made available by the Company on its website.

- 4.3.3 Webcasts of the Company's annual and interim results briefings are available on the Company's website.

4.4. Shareholders' Enquiries

- 4.4.1 Shareholders should direct their questions about their shareholdings to the Company's Hong Kong branch share registrar and transfer office with the following contact details:-

Computershare Hong Kong Investor Services Limited
Address: Shops 1712-1716, 17th Floor, Hopewell Centre 183 Queen's Road East
Wanchai, Hong Kong
Tel: (852) 2862 8555
Fax: (852) 2865 0990 / (852) 2529 6087

- 4.4.2 Shareholders are, at any time, welcome to raise questions, communicate their views on various matters affecting the Company, and request information (to the extent it is publicly available) by writing to the Company's principal place of business in Hong Kong as shown in the "Contact" section of the Company's website (<http://ir.lining.com>). Any such letter from the Shareholders should be marked with "Shareholders' Communications" on the envelope.

4.5. Investors' Engagement

- 4.5.1 Institutional investors and analysts can contact the Company's Investor Relations Department of the Company by email at investor@li-ning.com.cn or by mail to the Company's principal place of business in Hong Kong as shown in the "Contact" section of the Company's website (<http://ir.lining.com>).
- 4.5.2 To facilitate communication between the Company and investors, press meetings, road shows and one-on-one meetings with analysts and investors are arranged from time to time. After every financial result is published, result briefings and press meetings with analysts are also arranged to maintain ongoing and effective communication.

5. Shareholder Privacy

The Company recognises the importance of Shareholders' privacy and will not disclose Shareholders' information without their consent, unless otherwise required by law.

6. Review of this Policy

The Company will review this Policy on an annual basis to ensure the effectiveness of this Policy.

This document is in English and Chinese. In case of any inconsistency, the English version shall prevail.