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LI NING COMPANY LIMITED

李寧有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2331)

LATEST TRADE FAIR ORDERS AND OPERATIONAL UPDATE

This announcement is made on a voluntary basis by the board of directors (the “**Board**”) of Li Ning Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to provide the following operational update on the Group’s business.

Trade Fair Orders

Trade fair orders, in terms of tag price, for LI-NING brand products from franchised distributors registered year-on-year growth for six consecutive quarters. The orders from the latest trade fair, which are for the fourth quarter of 2015, held in March this year registered a low-teens growth on a year-on-year basis.

Same-Store-Sales Growth

For the quarter ended 31 March 2015, in respect of LI-NING brand stores which have been in operation since the beginning of the same quarter last year, the same-store-sales growth of LI-NING brand products for the overall platform increased by mid-single-digit on a year-on-year basis. In terms of channels, retail (direct operation) and wholesale (franchised distributors) both registered mid-single-digit growth on a year-on-year basis.

Store Numbers

As at 31 March 2015, the total number of LI-NING brand stores in China amounted to 5,592, representing a net decrease of 34 stores from the end of previous quarter, and a net decrease of 135 stores from the same time last year.

The Company’s shareholders and potential investors should note that this announcement is based on unaudited operational data of the Group and this data has not been audited or reviewed by Group’s auditors. The data does not constitute, represent or indicate the full picture of the Group’s total revenue or financial performance and the information contained in this announcement may be subject to change and adjustment.

The Company’s shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Li Ning Company Limited
Li Ning
Executive Chairman
and Interim Chief Executive Officer

Hong Kong, 20 April 2015

As at the date of this announcement, the executive directors of the Company are Mr. Li Ning and Mr. Jin-Goon Kim. The non-executive director is Mr. Chen Yue, Scott. The independent non-executive directors are Mr. Koo Fook Sun, Louis, Ms. Wang Ya Fei, Dr. Chan Chung Bun, Bunny and Mr. Su Jing Shyh, Samuel.