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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 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.

RETAIL SELL-THROUGH

For the first quarter ended 31 March 2020, the retail sell-through of LI-NING POS (exclude LI-NING YOUNG) for the overall platform decreased by high-teens on a year-on-year basis. In terms of channels, offline channel (include retail and wholesale) registered a low-twenties decline, with retail decreased by mid-thirties and wholesale decreased by high-teens; the e-commerce virtual stores business registered a low-teens growth.

POS NUMBERS

As at 31 March 2020, the total number of LI-NING POS (exclude LI-NING YOUNG) in China amounted to 6,225, representing a net decrease of 224 POS since the beginning of this year. Among the net decrease of 224 POS, direct retail accounts for a net decrease of 26 POS, and wholesale accounts for a net decrease of 198 POS.

As at 31 March 2020, the total number of LI-NING YOUNG POS in China amounted to 1,026, representing a net decrease of 75 POS since the beginning of this year.

TRADE FAIR RESULTS

As a results of the COVID-19, the trade fair (exclude China LI-NING and LI-NING YOUNG) for the fourth quarter of 2020 has been delayed to the second half of April. Hence, this trade fair results will be reported along with the interim earning release in August 2020.

SAME-STORE-SALES (SSS)

Due to the COVID-19, all offline stores were closed during part of the first quarter ended 31 March 2020. Hence, there is no store data to be reported under the SSS criteria during the quarter.

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
Joint Chief Executive Officer*

Hong Kong, 17 April 2020

As at the date of this announcement, the executive directors of the Company are Mr. Li Ning, Mr. Kosaka Takeshi and Mr. Li Qilin. The independent non-executive directors of the Company are Mr. Koo Fook Sun, Louis, Ms. Wang Ya Fei, Dr. Chan Chung Bun, Bunny and Mr. Su Jing Shyh, Samuel.