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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)*

ADJUSTMENTS IN ORGANISATIONAL STRUCTURE

Li Ning Company Limited (the “Company”, together with its subsidiaries, the “Group”) is currently in the process of implementing proactive reforms. In line with the implementation of the Group’s strategies and improvement of operating efficiency, the Group has made adjustments to the organisational structure of the LI-NING brand in accordance with its strategic planning. The adjustments made in relation to the organisational structure and senior management are as follows:

1. Integration of the products, sales and supply chain organisations. Mr. Lu Ning, the former general manager of the sales operation of the LI-NING brand, has been appointed as the Chief Operating Officer. He will be responsible for the coordination of the three major business segments of the LI-NING brand, namely, sales operation of the head office and the various sales regions, products and supply chain, as well as assisting the Chief Executive Officer in the improvement of operating efficiency. Mr. Lu Ning has nearly 20 years of experience in retail operations and product management in the sporting goods industry and possesses senior managerial experience for leading reforms.
2. Integration of the products and supply chain functions and establishment of the positions of a general manager for footwear products and a general manager for apparel and accessory products. These general managers will report directly to the Chief Operating Officer and will be responsible for the coordination of product planning, design and development as well as production management, which would reduce cost and enhance efficiency.

The adjustments described above are effective from 14 October 2011. Mr. Hsu Mao Chun, Morrison, the existing Chief Product Officer of the LI-NING brand, has resigned from the position with effect from 13 November 2011 due to family reasons. The Group would like to express its appreciation to Mr. Hsu Mao Chun, Morrison for his contribution to the business development of the Group during his tenure.

The Group will continue to optimize its organisational structure and strengthen the business execution and performance evaluation to support its reforms and implementation of its strategies. Adjustments and changes in organisational structure and management are a normal part of this process. The Group has a rich talent pool to meet its development needs while ensuring the stability of its operations.

This announcement is made on a voluntary basis.

By order of the Board
Li Ning Company Limited
Li Ning
Chairman

Hong Kong, 14 October 2011

As at the date of this announcement, the executive directors of the Company are Mr. Li Ning, Mr. Zhang Zhi Yong and Mr. Chong Yik Kay. The non-executive directors are Mr. Lim Meng Ann, Mr. Chu Wah Hui and Mr. James Chun-Hsien Wei. The independent non-executive directors are Mr. Koo Fook Sun, Louis, Ms. Wang Ya Fei and Mr. Chan Chung Bun, Bunny.