



**LI NING COMPANY LIMITED**

**( 李寧有限公司 )**

*(Incorporated in the Cayman Islands with limited liability)*

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**[For Immediate Release]**

## **Li Ning Recorded Remarkable Debut Trading Results**

### **Share Price Increased about 9.3% to Close at HK\$2.35**

(28 June 2004 – Hong Kong) – **Li Ning Company Limited** ('Li Ning' or the 'Group'; HKSE stock code: 2331), one of the leading sports brand enterprises in the PRC, announced today its successful listing on the Main Board of The Stock Exchange of Hong Kong Limited.

On its first trading day, approximately 183,388,000 shares changed hands and the total transactions amounted to approximately HK\$433,543,000. The Group's share price closed at HK\$2.35, which is approximately 9.3% higher than the Offer Price of HK\$2.15 per share.

Commenting on the satisfactory debut results, Mr. Li Ning, Chairman of the Group said, "We are delighted to witness such encouraging performance of the first trading day. The active trading volume and significant increase of our closing price demonstrate the confidence of both institutional and retail investors in the immense development potentials of the LI-NING brand and the prosperous prospects of the Group."

"Looking ahead, we will continue to exert tremendous effort in the marketing and promotion activities for the LI-NING brand and further expand our extensive distribution and retail network spanning across the nation. We endeavor to strengthen our impressive market presence, provide quality sporting goods for people and contribute to the healthy lifestyle of the new generation. We are committed to embracing our mission of "*LI-NING – Flying High in China Sports*" and becoming the leader in the PRC's sports industry and operator as well as owner of international sports brands, and ultimately, creating copious returns for our supportive shareholders."

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Li Ning Company Limited is one of the leading sports brand enterprises in the PRC. We have our own branding, research, design, manufacturing, distribution and retail capabilities. Our products include sports footwear, apparel and accessories for sport and leisure use primarily sold under the LI-NING brand, which is owned by us, and the KAPPA brand, which is exclusively licenced to us for use in the PRC and Macau. We have

established an extensive distributorship and retail network in the PRC market.

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