

**For immediate release**



## **Li Ning Debuts Flagship Boutique in Singapore**

*Expands into the Badminton Market in Southeast Asia  
Further Establish LI-NING as a Global Sporting Brand*

**(21 July 2009 – Hong Kong) Li Ning Company Limited** (“Li Ning” or the “Group”; HKSE stock code: 2331), one of the leading sports brand enterprises in China, announces the opening of its first flagship store in Singapore at the newly opened ION Orchard mall today. Sports fans in Singapore will be spoilt for choice as leading sportswear group Li Ning marks its global expansion into Southeast Asia.

The Li Ning boutique at ION Orchard will be a ‘badminton paradise’ for sports fans as they will get the opportunity to own technology-inspired badminton sportswear as well as top class racquets, used by top seeded shuttlers such as Lin Dan, Chen Jin and Bao Chun Lai. Another unique experience at the shop would be the racquet stringing & rental services. To ensure product satisfaction, customers can rent racquets for trial.

According to Mr. Nicholas Chong, Chief Financial Officer, Li Ning Company Limited, “The decision to launch our first Li Ning flagship store out of China, in cosmopolitan Singapore city, is an important step of the Group’s strategy in sports category differentiation and brand internationalization. Badminton is a popular, prevalent and influential sports in Southeast Asia, including Singapore, Indonesia, and Malaysia. Expansion into this market not only shows our determination to become the sports brand synonymous with badminton, it also laid a solid foundation for the Group’s expansion into overseas market.”

Commenting on the brand marketing of badminton, Mr. Chong said, “We have already sponsored the Chinese National Badminton Team, and have secured several high level BWF badminton tournaments such as Li Ning Sudirman Cup Mixed Team Championships, Li Ning China Masters Super Series and Li Ning China Open Super Series. These sports events will help to increase the influence of Li Ning Brand in the badminton sector.”

Gracing the store launch is the Guest-of-Honour, Mr. Lee Yi Shyan Minister of State, Ministry of Trade and Industry & Ministry of Manpower, and President of Singapore Badminton Association.

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"In the current tough climate, whereby global conglomerates and local companies are retrenching staff and implementing cost-cutting measures, it is laudable that we have Li Ning choosing Singapore to establish its first foreign venture in Southeast Asia and developing their brand here. In addition, Li Ning's commitment to the local sports development through a strategic collaboration with the Singapore Badminton Association, signals good news for the huge base of badminton fans in Singapore and in the region. We will be planning initiatives together to further boost mass participation as well as spearhead our athletes' training programmes in preparation for SEA Games 2009 this year, and Commonwealth Games 2010, Asian Games 2010 next year and ultimately, Olympics Games in 2012," said Mr. Lee.

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### **About Li Ning Company Limited**

Li Ning Company Limited ("the Group") is one of the leading sports brand enterprises in the PRC, possessing brand marketing, research and development, design, manufacturing, distribution and retail capabilities. The Group's products include footwear, apparel, accessories and equipment for sport and leisure uses. The Group has established an extensive supply chain management system, and a distribution and retail network in the PRC primarily through outsourcing of manufacturing operations and distribution via franchised agents. The Group also directly manages retail stores for the LI-NING brand.

The Group adopts a multi-brand business development strategy. In addition to its core LI-NING brand, the Group distributes sports products under its Z-DO brand via hypermarket channel. The Group has established a joint venture with AIGLE under which the joint venture has been granted an exclusive right by AIGLE to manufacture, market, distribute and sell outdoor sports products under the French brand AIGLE for 50 years in the PRC. In 2008, the Group acquired a controlling interest in Double Happiness, which together with its subsidiaries, are principally engaged in manufacturing, research and development, marketing and sale of table tennis and other sports equipment under the Double Happiness brand. In 2008, the Group also entered into an exclusive 20-year license agreement with Lotto to develop, manufacture, market, distribute and sell the licensed products under the Italian sports fashion brand Lotto in the PRC.

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