



LI NING COMPANY LIMITED
李寧有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2331)

Li Ning Announces Results of its Third Quarter Trade Fair for FY2012

(29 March 2012 – Hong Kong) – **Li Ning Company Limited** (“Li Ning” or the “Group”; HKEx stock code: 2331), one of the leading sports brand enterprises in China, announces the results of LI-NING Brand Products Trade Fair for the third quarter of the financial year 2012:

Year-on-Year Change (%)	Order value	Average retail price	Order volume
Total Order	Mid-single digit decrease	N/A	N/A
Footwear Products	Mid-single digit increase	Low-single digit increase	Low-single digit increase
Apparel Products	Mid-teens decrease	Slight increase	Mid-teens decrease

Note: Trade fair results do not constitute a full picture of the Group's final revenue.

The Group believes the sporting goods market environment in 2012 will remain challenging and destocking continues to be a major issue in the industry. With this key task of destocking in mind, the Group proactively advised distributors to exercise caution when placing orders and thus, the results from this trade fair were within the management's expectations. Nevertheless, footwear products continue to improve in both order volume and average retail price, indicating a positive trend of development. Moving forward, the Group will continue to focus on optimising a rational store structure, enhancing operating efficiency at the retail end, bolstering brand building and product innovation efforts to drive its business results.

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About Li Ning Company Limited

Li Ning Company Limited is one of the leading sports brand companies in China, mainly providing sporting goods including footwear, apparel, equipment and accessories for professional and leisure purposes primarily under the **LI-NING** brand. Headquartered in Beijing, the Group has brand marketing, research and development, design, manufacturing, distribution and retail capabilities. It has established an extensive supply chain management system and a retail distribution network in China, predominantly through outsourced manufacturing operations and franchised distribution.

In addition to its core LI-NING brand, the Group (i) manufactures, markets, distributes and sells outdoor sports products in China under the French brand **AIGLE**, the exclusive rights of which were granted to a joint venture established with Aigle International S.A.; (ii) engages in the manufacture, research and development, marketing and sale of table tennis and other sports equipment under the **Double Happiness** brand through a subsidiary in which the Group has 57.5% interest; (iii) develops, manufactures, markets, distributes and sells licensed products in China under the Italian sports fashion brand **Lotto** under an exclusive license granted by a company owned by Lotto Sport Italia S.p.A.; and (iv) engages in the research and development, manufacture and sale of badminton equipment under the **Kason** brand.

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