



Anything is possible

Mr. Li Ning, the Legend

- The World-famous gymnast with 106 gold medals
- 3 gold medals, 2 silver medals and 1 bronze medal at the Los Angeles Olympic Games in 1984
- The World's Most Outstanding Athletes in the 20th Century –by World Sports Correspondent Association, 1999
- Final torch carrier at the 29th Beijing Olympic Games in 2008





Li-Ning, the Brand

- Founded by Mr. Li Ning in 1990
- Mr. Li Ning and his Athlete Spirit come into being the DNA of the Brand

Brand Logo

A famous gymnastics move invented by Mr. Li Ning and named after him: "The Li Ning Cross"



A traditional Chinese character which means "People" or "Human"



A modern interpretation of our original classic logo



Stylized initials of Li Ning:
'l' and 'n'



LI-NING

LI-NING Young,

LI-NING LNG,

LI-NING *living*,

LI-NING DWADE



Mission

Sport your passion

Vision

A world's leading brand
in the sports goods industry

Core values

Live for Dream

Customer Oriented

We culture

Breakthrough

Li-Ning, the Company



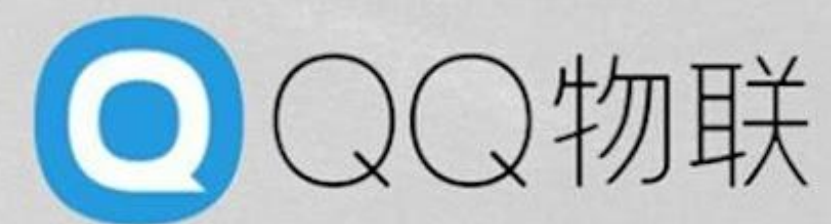
With Brand Management, Product Design, R&D, Distribution and Retails core competency, Li-Ning is focusing on providing consumers professional sports products and service, especially in running, basketball, badminton and training categories.





Multi-brand strategy

Excellent partners





Innovated sports goods products with Internet Plus concept to provide a modern social life consuming experience



102  BPM



**Innovation Is Fundamental
to The Brand Development**





R & D

In 1998

Set up China's first Product Design and Development Center for apparel and footwear

In 2004

Established a Design Center in Hong Kong

In 2008

Established a Shoe Product Research and Development Center in Portland

Established the Li Ning Sports Science Research Center in Beijing



Li-Ning maintains close cooperation with many top-class universities and research institutes in China and abroad



Li Ning AT Technology Platform



Li Ning Shoe Technology Platform

LI-NING CLOUD	CUSHION	PROBAR LOC
LI-NING ARC	LI-NING BOUNCE	DUAL LOC
	MULTI-ACCELERATE	DYNAMIC SHELL
UNIT BOW	ICE LOC	LI-NING BOUNCE+

Li Ning Badminton Racket Technology Platform



Li-Ning own technologies

To develop high-tech sports gear by own Technology platforms

World awarded designs and technology

BAN PO
basketball shoe

2007



FLYING ARMOR I
basketball shoe

2008



RAZINE
100-m race shoe

2010



SUPERLIGHT
Windcoat

2012



DRAGONSCALE
basketball shoe

2009



TAICHI
soccer shoe

2009



BLACK King Kong
sports bag

2010



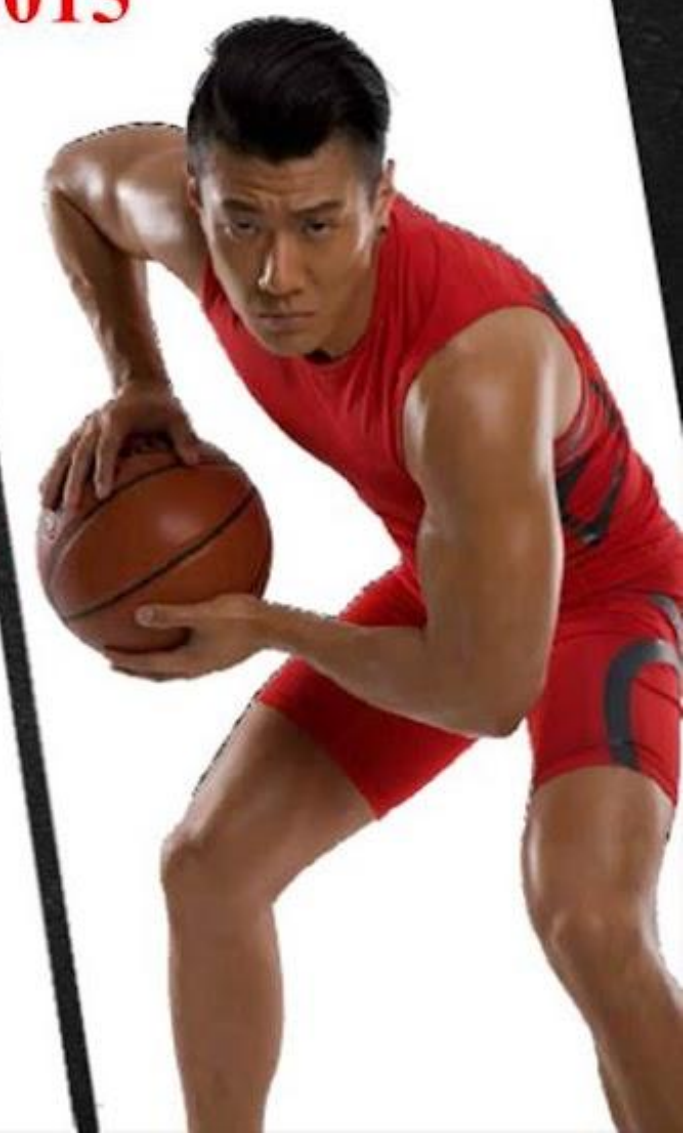
MIX
sports shoe

2011



POWERSHELL
basketball sports tights

2015



Li-Ning Smart

Innovation and Cross over under
Internet Plus concept



LI-NING SMART
LI-NING SMART



The background features a perspective view of a running track with white lane markings on a reddish-brown surface. A prominent red diagonal line runs from the bottom left towards the top right. On the left side, there is a cluster of small, red, triangular shapes of varying sizes and orientations, some pointing towards the center.

Commitment to Sports Industry Development

Commitment to sports industry development

- Cooperate with China national diving, shooting, table tennis and badminton teams
- At the Rio 2016 Olympic Games, the four teams won 14 gold medals, 4 silver medals and 5 bronze medals





Cooperate with top international teams and events

- U.S. Diving Team and Canadian Speed Skating Teams
 - Indonesia, Singapore and Australia Badminton Teams
 - Spain and Argentina Basketball Associations
 - India and Iran Olympic Committees at the Rio Olympic Games
 - Swedish and Spanish Olympic Committees
- *(Including former partners)

Focus in Basketball

- Official Equipment sponsor of the China Basketball Association (CBA) Games for five seasons from 2012/2013 until 2016/2017
- NBA superstar Dwyane Wade
- Official Equipment sponsor of the China Junior Basketball Association and China University Basketball Association (CUBA)
- Famous CBA players including Sun Yue and Zhao Jiwei





Focus in Running

- Sponsor provincial track and field teams
- Sponsor professional international marathons
- Sponsor official events of China Athletics Association
- Initiated the LI-NING China 10K Running League
- Built the LI-NING iRun Running Club



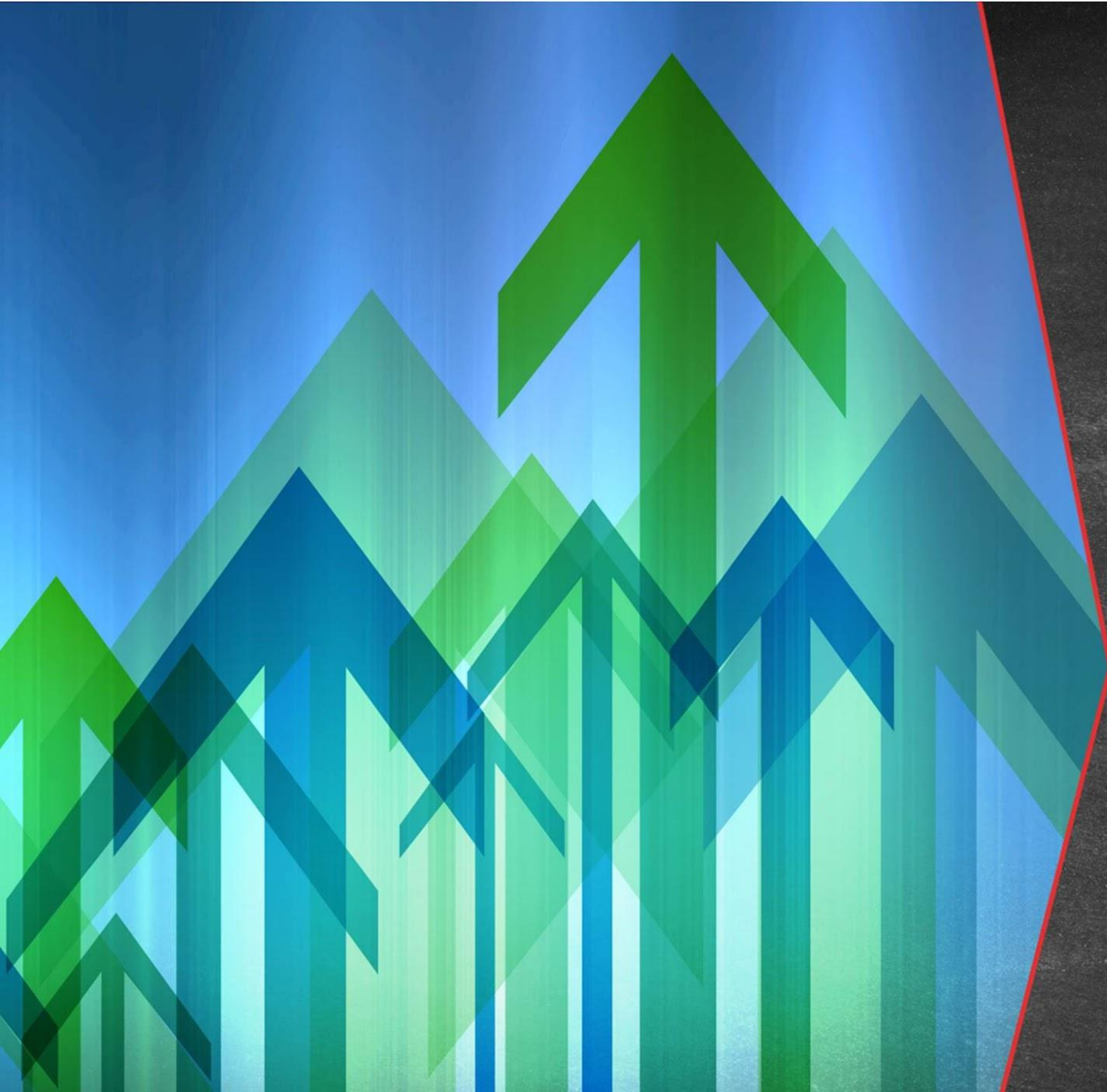
Focus in Badminton

- Official Equipment sponsor with the China National Badminton Team and Indonesia Badminton Team
- Players from India, Thailand and Indonesia
- Official Equipment sponsor with the World Badminton Federation
- Official Equipment sponsor for 12 provincial sports teams in China



Unique Retail Experience





Li-Ning has more than 6,000 mono-brand stores and at the same time the E-commerce business increases very fast.

Fully upgraded
retail image





Consumer interactive experience

Start the concept stores with different themes

To provide diversified consumer service





Cooperate Social Responsibility





Public Welfare

- Strategic partner of China Women's Development Foundation
- Donate to the Earthquake areas Wenchuan and Ludian
- Fund the Hope Primary School
- Support AIDS orphans
- Create the community training program "Sports for All"
- Participate in a great number of sports and education public welfare projects



www.lining.com