

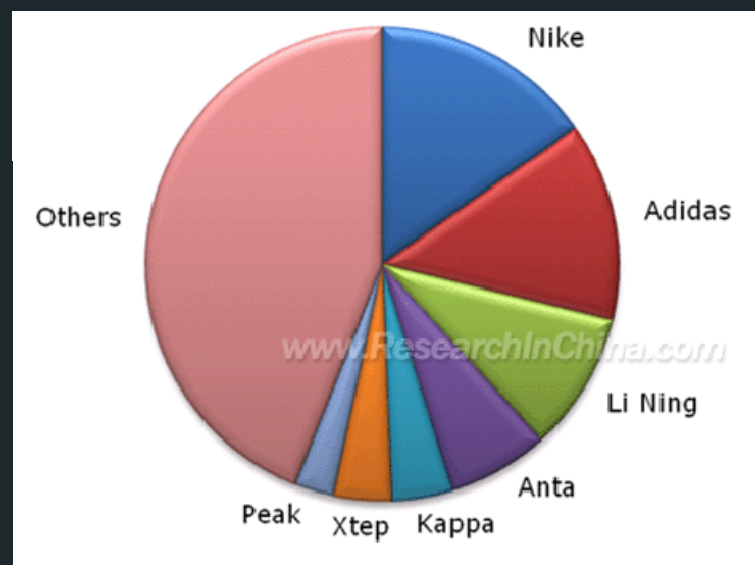
China Sporting Goods Industry Report, 2009



As living standards and awareness of health get improved, many people have begun to keep fit through sports. In particular, after the Olympic Games held in Beijing in 2008, people have paid increasingly attention to sports, which has brought considerable demand for sporting goods. In Chinese sporting goods market, the well-known brands include Nike, Adidas, Li Ning, Anta, etc, all of them are primarily engaged in sports shoes and sportswear.

In 2008, in China's sportswear market, the sales revenue of Nike and Adidas was much more than that of others, accounting for 28.8% of the total market shares. As China's largest local sports brand, the revenue of Li Ning from sportswear held 9.5% of market shares in 2008.

Market Shares of Sportswear Brands in China by Revenue, 2008

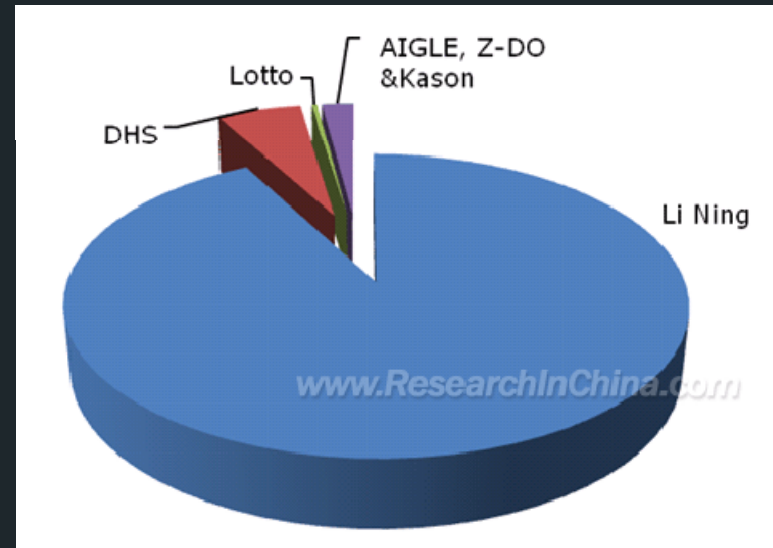


Source: ResearchInChina; Annual Reports of Nike, Adidas, Li Ning, Anta, Xtep, Peak

In order to increase market shares and profit, Li Ning has begun to carry diversified brand strategies in recent years. From 2005 to 2009, Li Ning developed or acquired the following brands -- AIGLE, Z-DO, DHS, Lotto and Kason.

In 1H2009, the five brands contributed revenue to Li Ning, but they were still inferior to the brand of "Li Ning". DHS which is the largest ping-pong brand in China achieved RMB220 million of revenue during January to June of 2009, accounting for only 5.4% of the total revenue of Li Ning. In 2009 and later years, Li Ning should maintain the market shares of the brand "Li Ning" and enhance the marketing for other brands to conduct multi-brand development strategies.

Business Revenue of All Brands of Li Ning, H1 2009



Source: ResearchInChina; Annual Reports of Li Ning

This report focuses on Li Ning, Anta, Adidas, Nike and other 14 sporting goods companies. The report researches the status quo of China sporting goods industry in depth; analyzes the market segments of the industry, advertising and consumers. Besides, the report predicts the future development direction of sporting goods industry.

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