



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 DWWADE



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



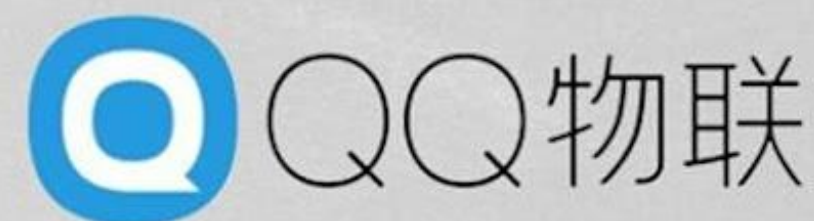
With Brand Management, Product Design, R&D, Distribution and Retails core competency, Li-Ning is focusing on providing consumers professional sports products and service, especially in running, basketball, badminton and training categories.





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



北京体育大学

BEIJING SPORT UNIVERSITY



北京服装学院

BEIJING INSTITUTE OF FASHION TECHNOLOGY



成都体育学院

CHENGDU SPORT UNIVERSITY



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大学



NANYANG
TECHNOLOGICAL
UNIVERSITY



香港大学

THE UNIVERSITY OF HONG KONG



Loughborough
University



효성컴퓨터

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





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



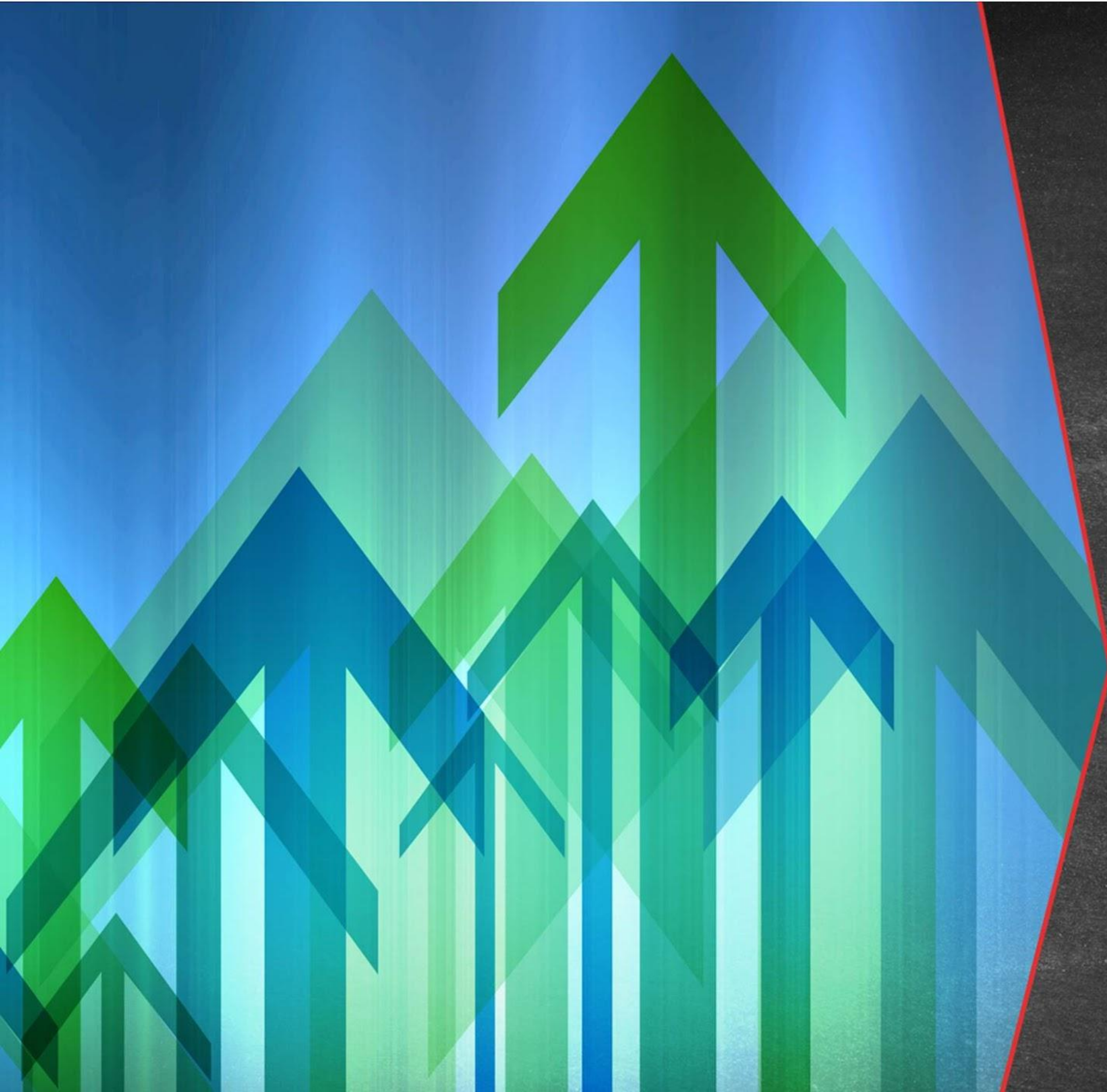
Focus in Badminton

- 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