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LI NING COMPANY LIMITED

李寧有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2331)

RE-DESIGNATION OF DIRECTOR

The board of directors (the “**Board**”) of Li Ning Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that Mr. Zhang Zhi Yong (“**Mr. Zhang**”) has been re-designated from an executive director to a non-executive director of the Company with effect from 28 June 2014 due to his personal reasons.

Mr. Zhang, aged 45, joined the Group in October 1992 as a finance manager of Beijing Li Ning Footwear Co., Ltd. (北京李寧鞋業有限公司), became the financial controller of Beijing Li Ning Sports Goods Co., Ltd. (北京李寧體育用品有限公司) in April 1999 and was the general manager of the company from February 2001 to June 2004. From the listing of the Company on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) in June 2004 to 3 July 2012, Mr. Zhang was the chief executive officer of the Company, responsible for the overall strategy of the Group, and promoting the development of human resources, information resources and financial resources in line with the Group’s brand development. Since 1992 when he began his career in the sporting goods industry in China, Mr. Zhang has accumulated 20 years of China experience in the industry with thorough understanding of the change of the consumer market in China, the building of brand images and change management for Chinese firms. Mr. Zhang has been appointed as an independent non-executive director of C.banner International Holdings Limited, a company listed on the Main Board of the Stock Exchange, with effect from 15 October 2012. Mr. Zhang holds a bachelor’s degree from Beijing College of Economics (北京經濟學院) and an executive M.B.A. degree from Guanghua School of Management of Peking University (北京大學光華管理學院).

Save as disclosed above, Mr. Zhang (i) has not held any directorships in other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years preceding the date of the re-designation, (ii) does not hold any position with the Group other than that of an executive director of the Company from 28 June 2004 to 27 June 2014, and (iii) does not have other major appointments and professional qualifications.

As at the date of this announcement, Mr. Zhang is deemed to be interested in 6,688,941 shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of the Hong Kong) and does not have any relationship with any director, senior management or substantial or controlling shareholder of the Company.

Mr. Zhang's appointment as an executive director of the Company under the previous service contract with the Company has expired on 27 June 2014. Mr. Zhang has entered into a new service agreement with the Company for his appointment as a non-executive director of the Company for a term of three years commencing from 28 June 2014. Mr. Zhang will be entitled to a director's fee of RMB250,000 per annum in respect of his appointment. His director's fee is determined by the Board having regard to the scope of responsibility and accountability and his experience, taking into consideration of market practice and prevailing business conditions.

Save as disclosed above, there are no other matters which are required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on the Stock Exchange, nor are any other matters concerning the re-designation that need to be brought to the attention of the shareholders of the Company.

By order of the Board
Li Ning Company Limited
Li Ning
Executive Chairman

Hong Kong, 27 June 2014

As at the date of this announcement, the executive directors of the Company are Mr. Li Ning, Mr. Jin-Goon Kim and Mr. Zhang Zhi Yong. The non-executive director is Mr. Chen Yue, Scott. The independent non-executive directors are Mr. Koo Fook Sun, Louis, Ms. Wang Ya Fei, Dr. Chan Chung Bun, Bunny and Mr. Su Jing Shyh, Samuel.