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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)

LATEST TRADE FAIR ORDERS AND OPERATIONAL UPDATE

This announcement is made on a voluntary basis by the board of directors (the “**Board**”) of Li Ning Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to provide the following operational update on the Group’s business.

Trade Fair Results

Trade fair orders, in terms of tag price, for LI-NING brand products from franchised distributors registered year-on-year growth for eight consecutive quarters. The orders from the latest trade fair, which is for the second quarter of 2016, held in September this year registered high-teens growth on a year-on-year basis. This growth is driven by mid-teens increase in footwear as well as low-twenties increase in apparel.

Same-Store-Sales Growth

For the quarter ended 30 September 2015, in respect of LI-NING brand stores which have been in operation since the beginning of the same quarter last year, the same-store-sales growth of LI-NING brand products for the overall platform (including E-commerce) increased by mid-single-digit on a year-on-year basis. In terms of channels, growth rates of retail (direct operation) and wholesale (franchised distributors) were mid-single-digit and low-single-digit on a year-on-year basis respectively. Comparable growth on our E-commerce virtual stores more than doubled on a year-on-year basis. We have started reporting the E-commerce revenue growth as it is an increasingly important channel.

Point-of-Sales (POS) Numbers

As at 30 September 2015, the total number of LI-NING brand POS in China amounted to 5,953, representing a net increase of 327 POS since the beginning of this year, and a net increase of 208 POS from the end of previous quarter. Out of the 327 POS, direct retail and wholesale accounts for 137 and 190 POS, respectively.

The Company's shareholders and potential investors should note that this announcement is based on unaudited operational data of the Group and this data has not been audited or reviewed by Group's auditors. The data does not constitute, represent or indicate the full picture of the Group's total revenue or financial performance and the information contained in this announcement may be subject to change and adjustment.

The Company's shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Li Ning Company Limited
Li Ning
Executive Chairman
and Interim Chief Executive Officer

Hong Kong, 16 October 2015

As at the date of this announcement, the executive director of the Company is Mr. Li Ning. The non-executive directors are Mr. Chen Yue, Scott and Mr. Wu, Jesse Jen-Wei. 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.