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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 twelve consecutive quarters. The orders from the latest trade fair, which are for the second quarter of 2017, held in September this year registered a high-single-digit growth on a year-on-year basis.

SAME-STORE-SALES GROWTH

For the quarter ended 30 September 2016, in respect of LI-NING brand Point-of-Sales (POS) 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 high-single-digit on a year-on-year basis. In terms of channels, growth rates of both retail (direct operation) and wholesale (franchised distributors) registered a low-single-digit on a year-on-year basis, while the e-commerce virtual stores business registered a low-eighties growth on a year-on-year basis.

POS NUMBERS

As at 30 September 2016, the total number of LI-NING brand POS in China amounted to 6,247, representing a net increase of 114 POS since the beginning of this year, and a net increase of 78 POS from the end of previous quarter. Out of the 114 POS, direct retail and wholesale accounts for 39 and 75 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, 20 October 2016

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