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**LI NING COMPANY LIMITED**

**李寧有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**Stock Codes: 2331 (HKD counter) and 82331 (RMB counter)**

## **LATEST OPERATIONAL UPDATE FOR THE SECOND QUARTER OF 2025**

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.

### **RETAIL SELL-THROUGH**

For the second quarter ended 30 June 2025, the retail sell-through of LI-NING POS (exclude LI-NING YOUNG) for the overall platform increased by low-single-digit on a year-on-year basis. In terms of channels, offline channel (include retail and wholesale) registered a low-single-digit decline, with retail (direct operation) declined by mid-single-digit and wholesale (franchised distributors) increased by a low-single-digit; the e-commerce virtual stores business registered a mid-single-digit growth.

### **POS NUMBERS**

As at 30 June 2025, the total number of LI-NING POS (exclude LI-NING YOUNG) in China amounted to 6,099, representing a net increase of 11 POS since the end of the previous quarter and a net decrease of 18 POS since the beginning of this year. Among the net decrease of 18 POS, direct retail accounts for a net decrease of 19 POS, and wholesale accounts for a net increase of 1 POS.

As at 30 June 2025, the total number of LI-NING YOUNG POS in China amounted to 1,435, representing a net decrease of 18 POS since the end of the previous quarter and a net decrease of 33 POS since the beginning of this year.

**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  
Joint Chief Executive Officer*

Hong Kong, 14 July 2025

*As at the date of this announcement, the executive directors of the Company are Mr. Li Ning, Mr. Kosaka Takeshi and Mr. Li Qilin. The independent non-executive directors of the Company are Mr. Koo Fook Sun, Louis, Ms. Wang Ya Fei, Dr. Chan Chung Bun, Bunny and Ms. Wang Yajuan.*