



ANTA BRAND

**Five-Year Development Strategy & “Lead to Win”
Acceleration Plan in the Coming 24 Months**

ANTA's Existing Strengths

A male high jumper in a red Chinese national team singlet is captured in the middle of a pole vault. He is holding a yellow and red pole vault pole over his head. The background is a blurred stadium setting.

01

Leader among Domestic Brands with the Biggest Market Share

02

Leading Sportswear Maker for the Chinese National Team

Sponsored competition outfits for 28 China National Teams

Leading Olympics Partner in China

Official Partner of China's Olympic Committee for 8 consecutive Olympic Games

03

Leading Chinese Brand with most Patents

Over 1,400 Patents

ANTA Brand Acceleration Plan in the Coming 24 Months

“Lead to Win”

**Rooted in & known for
performance sport**

**Brand
Transformation &
Growth**



“Lead to Win” - 8 Focus Areas

Rooted in & known for performance sport

- 01 Continue to sponsor Outfits for National Teams
- 02 Leverage global advanced sports R&D capability
- 03 Breakthroughs in Core Sports Categories
- Running, Basketball and women's series

Brand Transformation & Growth

- 04 Tokyo Olympic Games and Beijing Olympic Games battle
- 05 Win and lead the Generation Z
- 06 Speed up DTC Transformation and Digitalization
- 07 Maintain ANTA Kids' Position as a Market Leader
- 08 Promote Sustainable Development and Sports Charities

Rooted in & Known for Performance Sport

01

Continue to Sponsor Outfits for National Teams

Support Chinese Athletes in the World-Class Competitions
Steer Progress in technological R&D and Innovation

02

Leverage global leading sports technological R&D capabilities

Strengthen the Brand's Global R&D System
Deepen Cooperation with Top Institutes

Continues to Increase Future R&D Expenses

Key Actions for the Next 24 Months

Rooted in & Known for Performance Sport

03

Breakthrough in Core Sports Products Running, Basketball and Women's series

Running

Made for Runners
Evolved for Runners

Basketball

A Basketball Brand
that Represents the
Younger Generation

Women's Series

A Newly Defined
Category driven by
Innovation with
Aesthetics

Key Actions for the Next 24 Months

Brand Transformation & Growth

04

Focus on the Summer and Winter Olympics

Products

National Team Outfits
COC Licensed Beijing
Olympics National Flag
Series

Brand

2020年东京奥运会中国体育代表团领奖装备发布仪式

Seize the opportunities
of Summer and Winter
Games to
Promote National
Sports Industry

Channel

Open Stores with new
standards
ANTA Guanjun Stores

Key Actions for the Next 24 Months

Brand Transformation & Growth

04

The Olympics - Create ANTA Guanjun Store

Leading the Brand to Make Breakthroughs, Becoming new growth driver

New Image

New Position

New Products

Key Actions for the Next 24 Months

Brand Transformation & Growth

05 Win and Lead the Generation Z

Expand product offering
for Youngsters

Product Design for
Youngsters

Brand Interaction with
Youngsters

Brand Resources for
Youngsters

Key Actions for the Next 24 Months

Brand Transformation & Growth

06 Speed up DTC transformation

Improve Operating
Efficiency

Channel
Transformation

Omni-Channel Product
Integration

Accelerate Online
Business Development

Key Actions for the Next 24 Months

Brand Transformation & Growth

06 Digitalization

Increase Investment in
Digitalization

Improve Membership
Management
and Traffic Operation

Improve Product
Efficiency

Key Actions for the Next 24 Months

Brand Transformation & Growth

07 Maintain ANTA KIDS' Position as a Market Leader

Develop Sports Technology
Catered for Children

Improve Omni-Channel
Operating Efficiency

Key Actions for the Next 24 Months

Brand Transformation & Growth

08 Promote Sustainable Development and Sports Charities

Broaden R&D and
Innovation in Sustainable
Development

Promote ESG and
Sustainable Development
in the Industry

Continuously Strengthen
Corporate Social
Responsibility

Key Actions for the Next 24 Months

Five-Year Strategic Targets



Leader in China Sports Brands

Leader in Scale

Retail sales CAGR 18~25%

Rise in Market Share 3~5 percentage points

High Quality Growth

Stronger Presence in First to Third-Tier Cities

Stronger Presence in Shopping malls

Increase Contribution of Online Sales to 40%



Sports for Life ANTA for China