



Simply 十年



FANTASTIC

Keep Moving Since 2007 Listing

2010



2009-
2016



Partnered with COC

2007



ANTA Sports was listed on the
Main Board of Hong Kong Stock
Exchange

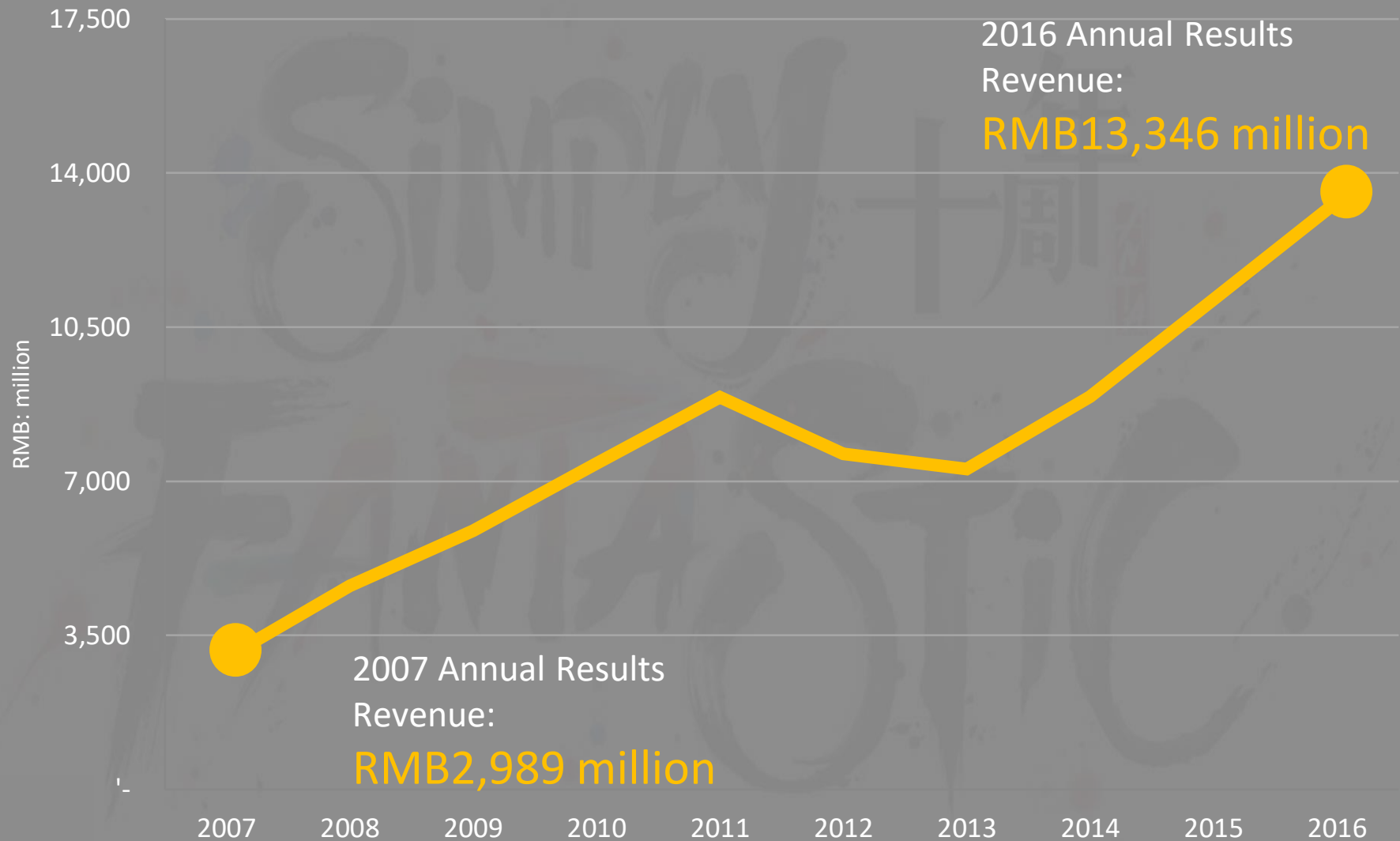
2015
We Are The
Champions





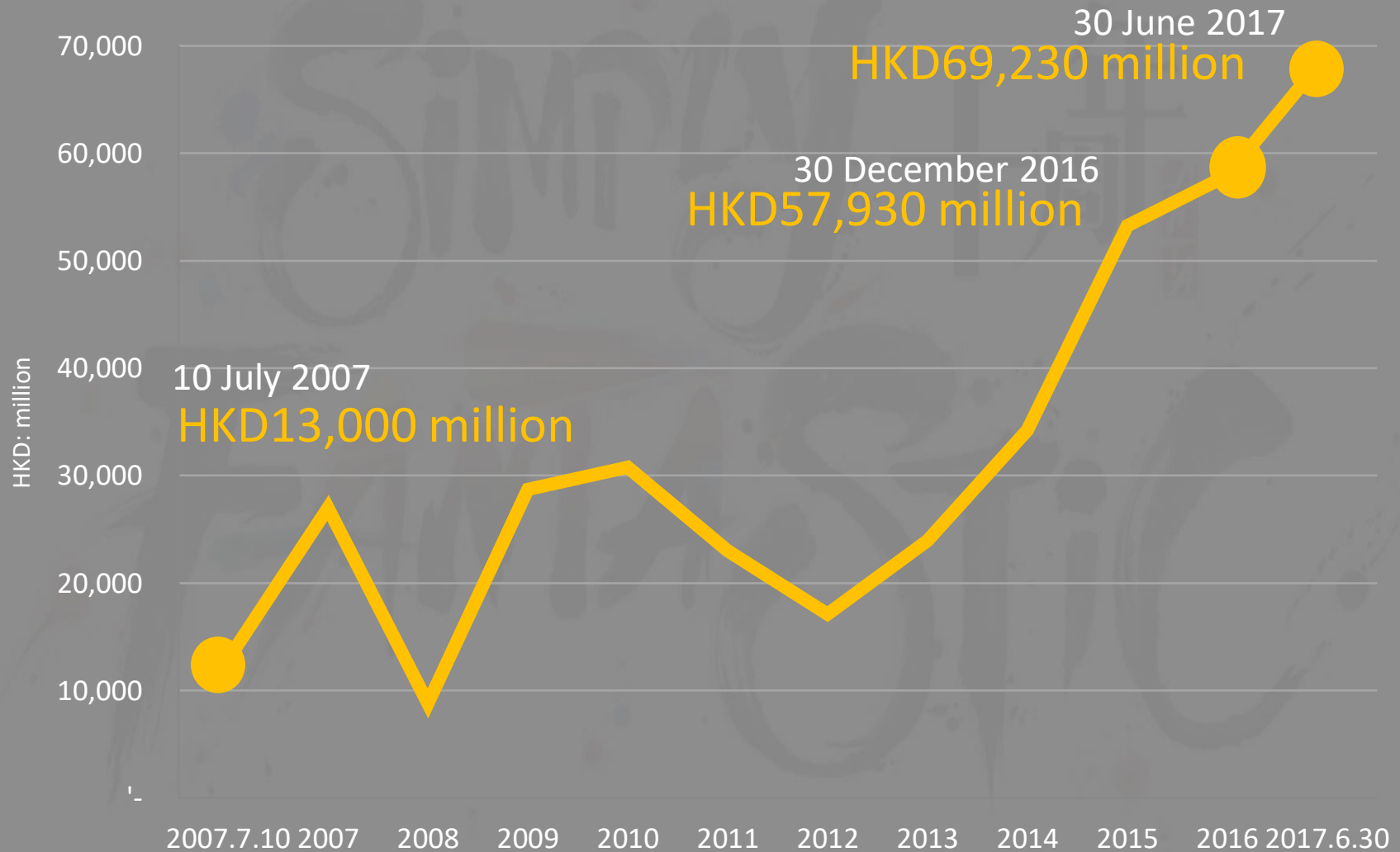
ANITA Sports - A Decade of Strong Growth

Revenue Quadrupled in Past Decade

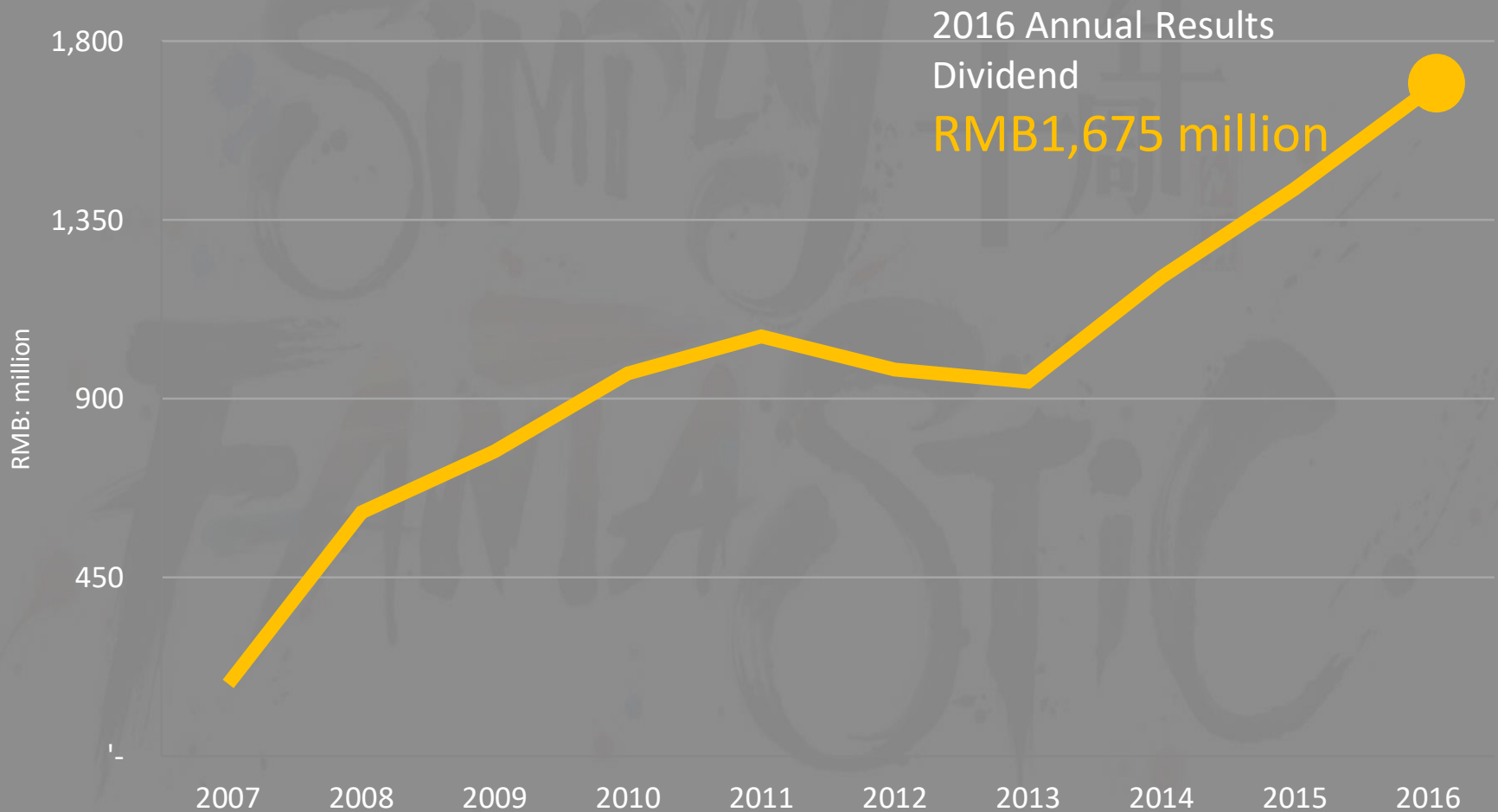


Source: ANTA Sports Annual Reports (2007 – 2016)

Market Capitalization Increased Five Times in Past Decade



Distributed Over RMB 8 Billion of Dividend & Maintained Over 60% of Dividend Payout Ratio for 10 Years



Source: ANTA Sports Annual Reports (2007 – 2016)



 **Chinese Sports Market is Huge**

Consumer Profiles are Changing with Surge in Demand 

Chinese Consumer Market Trends

New Influence

Continuous expansion of Chinese sports market and Government's support of sports development

- ✓ "A Golden Decade" in the sports industry
- ✓ National policies supporting the "National Fitness Plan"
- ✓ Market size is expected to reach RMB 7 trillion by 2025
- ✓ Opportunities from 2022 Winter Olympics

New Business Models

- ✓ Integration of online, offline, logistics and data
- ✓ Marketing + Big Data: Leveraging fictitious economy to support the real economy



New Opportunities

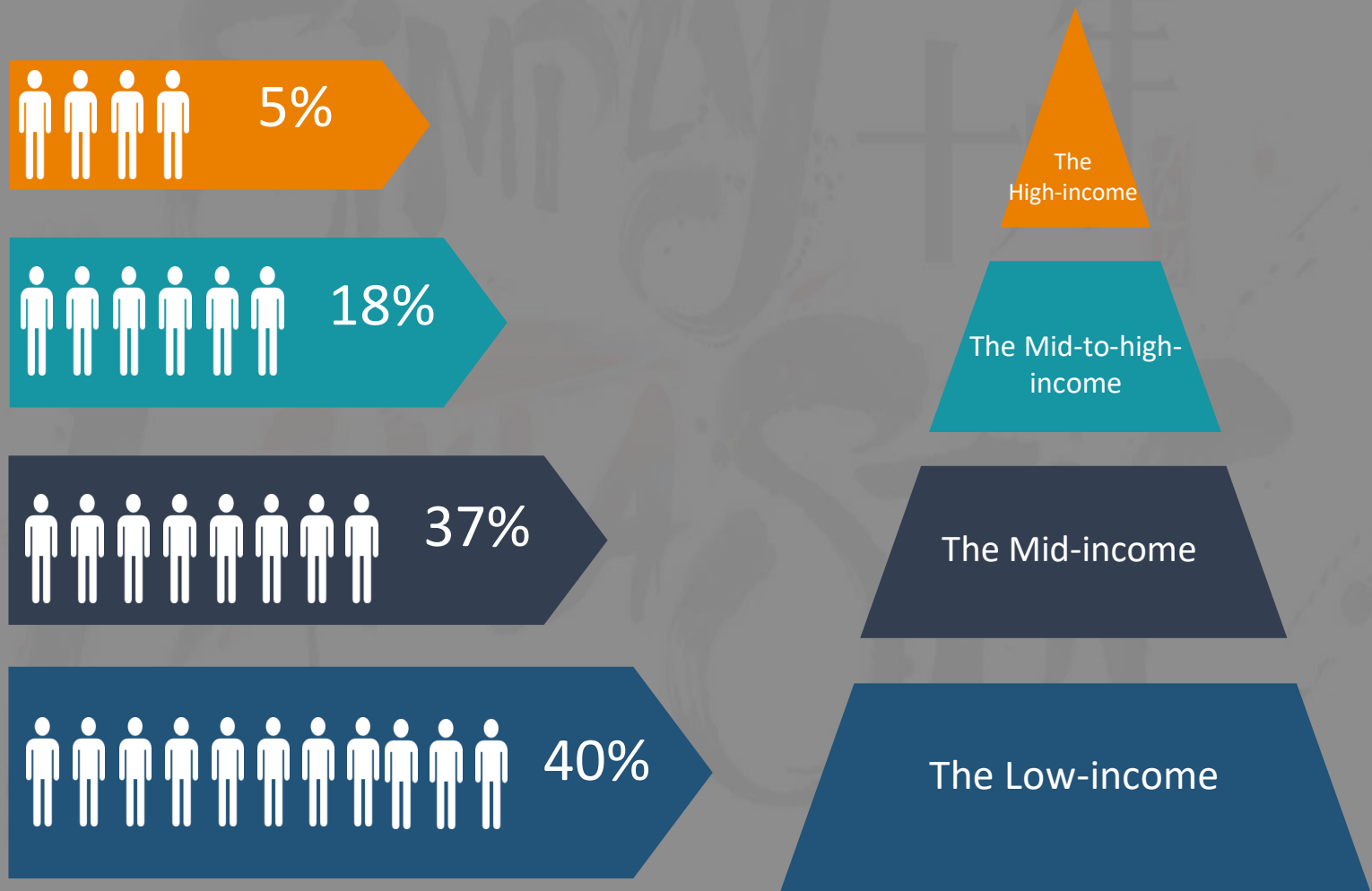
Changes in consumer profiles, demands and behavior

- ✓ Healthy lifestyles are becoming the norm among consumers
- ✓ Urbanization brings wealth effect and grows the purchasing power of Chinese consumers
- ✓ Stronger demand for "diversified", "functional", "differentiated" and "premium" sportswear products
- ✓ Consumer demand for value-for-money sportswear products continues to grow

New Market Developments

- ✓ Omni-channel development
- ✓ Traditional offline channel will change from street stores to shopping malls in the future
- ✓ Explosive growth of e-commerce channels has evolved into effective online-offline synergy

Chinese Customer segmentation



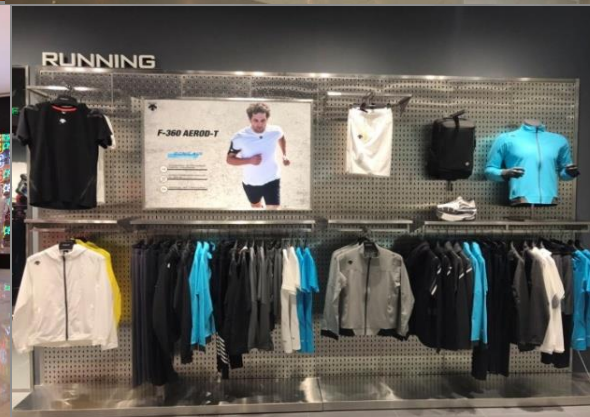
Multi-brand & Omi-channel





Management Optimization

Brand Portfolio Management & Retail Operation Capability



Features & Objectives of the Smart Logistics Center



The Anta Group Integrated
Technology Industrial Park
GFA: 522 acres

Features:

- ✓ Smart Logistics Center
- ✓ Automated Factory
- ✓ Technology Center
- ✓ Innovation Center
- ✓ Trade Fair Center

ANTA will deliver
products to stores,
which will then be
directly delivered
from the store

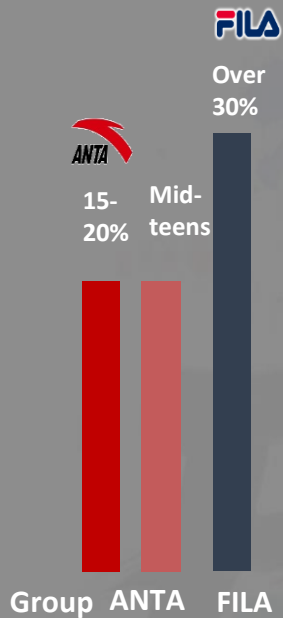
Will support the
retail businesses
of FILA, DESCENTE
and other brands

Will cover full value
chain of the business
model, both online
and offline, including
their wholesale, retail,
e-commerce activities



Targets for 2020 - 2025

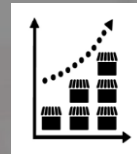
Targets for 2020 - 2025



**Retail Sales
CAGR**

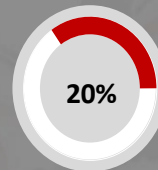


**The Group's
volume Sold**



E-Commerce as a proportion of total retail sales

**Retail Channel
Expansion**



2025

To hit 100 billion in Group total retail sales
To become No.1 in the industry in China

2020



ANTA

Keep Moving

2004 越磨砺, 越光芒 THE HARDER YOU TRAIN, THE BRIGHTER YOU SHINE

In 2004, ANTA took the first step in its journey to become a global sports equipment sponsor for the CBA. The agreement saw ANTA support the professional development and marketing of Chinese basketball during its early years, as well as transform the market and establish "Made in China" equipment in the league. At the same time, CBA provided an opportunity for ANTA to gain professional experience in terms of sports equipment and sports services at a competitive level. In 2006, ANTA established the first sports science laboratory in China, and has continued, more than 10 years later, to be the reward itself!

2010



2009- 2016



Partnered with COC

2017 永不止步, 共续辉煌 KEEP MOVING AND SHINE FOR GLORY TOGETHER

2007



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2015 We Are The Champions

