



ANTA

Three-year Development Strategy and Actions Plan for the Next 12 Months

CEO of the Performance Sports Group, Tsui Yeung

KEEP MOVING

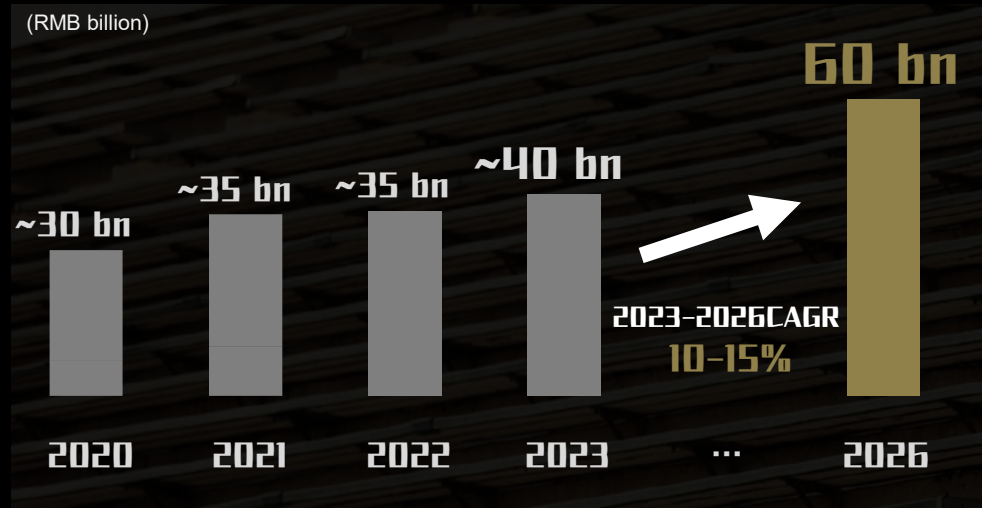
The meaning of sports is not just victory
what is more important is
feeling the passion of exertion
and the exhilaration of surpassing oneself

The existence of ANTA
is to let everyone
enjoy the happiness brought by sports
discover your infinite potential
and **KEEP MOVING** with us

ANTA, the leader of performance sports brand

Embedding the sporting spirit of surpassing oneself into everyone's lifestyle

ANTA's Operational Performance



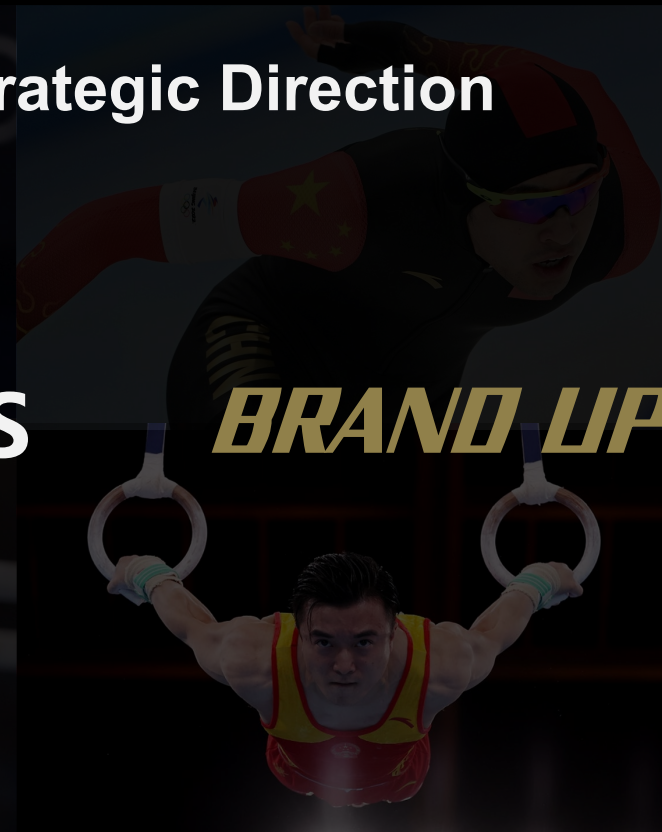
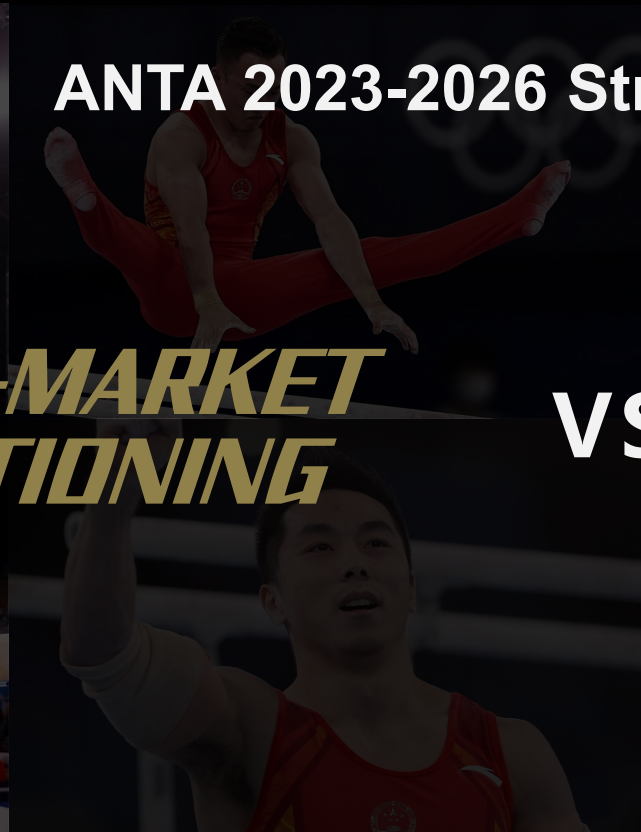
- ◆ Since the Pandemic outbreak, ANTA has continued to grow at **high single-digit**
- ◆ ANTA remains as the **most Olympic-relevant brand** and **leads in market share**
- ◆ ANTA KIDS' brand power **ranks first** and **leads in market share**
- ◆ Ranked **No. 8** on the BrandZ Global Apparel List
- ◆ Over **80%** retail sales from DTC

ANTA 2023-2026 Strategic Direction

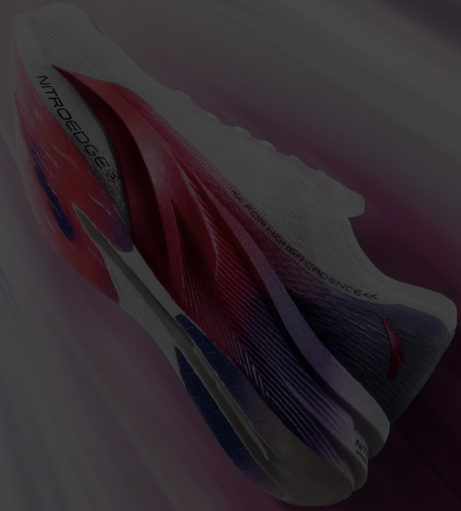
***MASS-MARKET
POSITIONING***

VS

BRAND UPGRADE



**Mass-market positioning
does not imply low-end and low-priced**



Our Mass-market Products are Supported by 3,000 Patents



安踏热能科技
A-WARM TECH
国家队装备科技
超强保暖



安踏速爽科技
A-DRY FAST
国家队装备科技



安踏拒水科技
A-RAIN BREAKER
国家队装备科技



安踏冰肤科技
A-CHILL TOUCH
国家队装备科技



安踏热能科技
A-WARM TECH
国家队装备科技



安踏防护科技
A-PROTECT TECH



安踏能量科技
A-AWAKE ENERGY



安踏舒适科技
A-FREE TECH



安踏环保科技
A-GREEN TECH



抗紫外线
A-UV PROTECT



安踏氮科技
国家队装备科技
更轻 更弹 更持久



安踏新透水科技

A-FLASH-EDGE
安踏舒弹科技

弹力胶科技

A-FLASH-BUBBLE
安踏细胞元科技

安踏止滑橡胶

FLASH-
安踏氢科技

能量环科技

A-BUFFER
安踏神行科技

RES
安踏灵动科技

A-FORAA
足弓缓震科技

A-Shock
安踏变级缓震科技

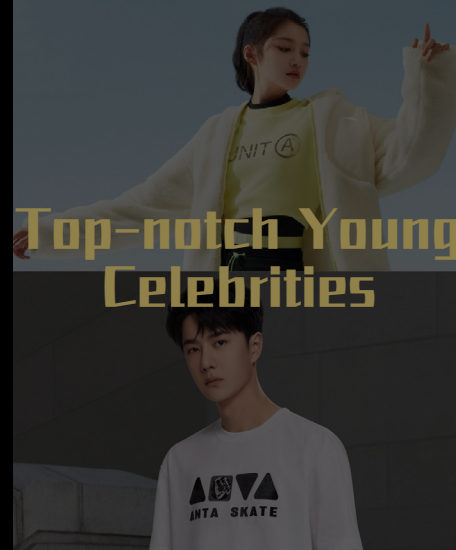
A-FLASH-FOAM
安踏虫洞科技

A-FLASH-EDGE
安踏舒弹科技

MARS-FOAM
安踏火星泡棉科技

SUPER-FLC
易弯折科技

Our Mass-market Products are Empowered by top-notch Brand Resources



Our Professional Products are Enhanced by Olympic Resources

ANTA will be the official sportswear supplier for the International Olympic Committee for 2024-2027

Olympics Products

With same technology,
same material and same style,

Expect to achieve **30%+** growth in
2024 with the omnichannel rollout

Olympics Brand Marketing

The Arc de Triomphe Project

Paris Fashion Show

Create viral content on Xiaohongshu(RED)

Olympics Vibe

Brand vibe during the Olympic Games

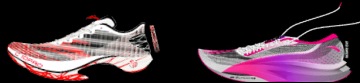
Full omni-channel coverage



A Robust Product Portfolio of ANTA Professional Running Shoes

Fortifying professional attributes while addressing the needs of the mass market

Racing and competition: 15%



C10 PRO

C202



C202GT PRO



C202 LT



C202GT

Speed training: 23%



ANTA MACH(马赫) PRO



ANTA MACH(马赫)



火箭

Cushioning: 27%



ANTA LAUREL(冠军) PRO



ANTA LAUREL(冠军)



ANTA LAUREL(冠军) Lite

Recreational
running: 25%



通勤PRO



通勤



氢跑

Trail running and
outdoor: 10%



太行



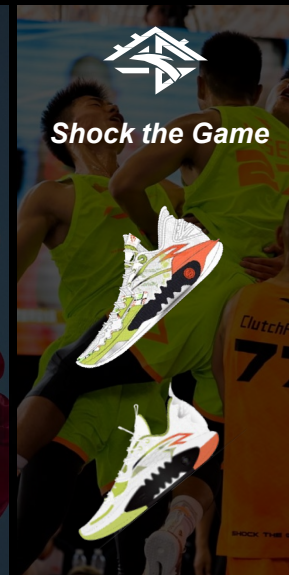
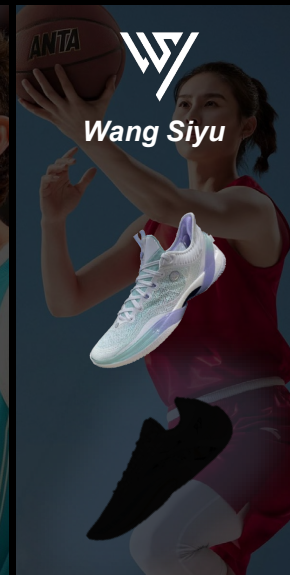
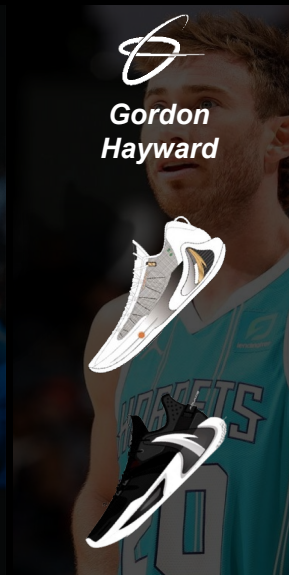
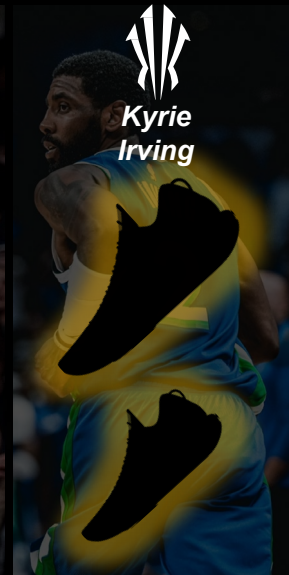
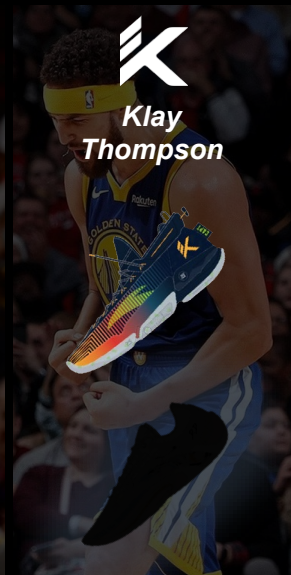
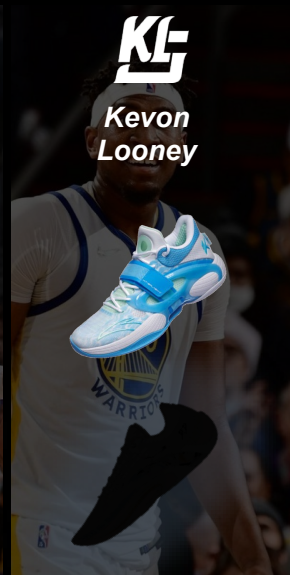
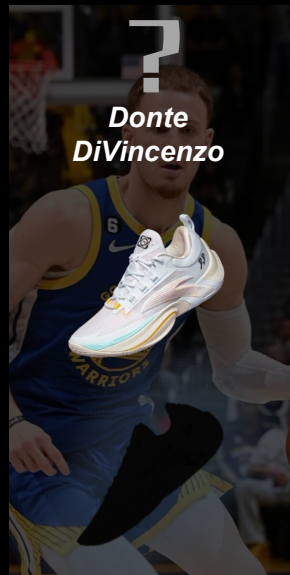
横断



武夷

A New Range of ANTA Basketball Shoes

New style Full range pricing Enhanced comfort



ANTA KIDS

Striving for professionalism and solidifying the leading position in children's sportswear in China

Running

Customers in key segment

Proprietary R&D in children's wear
which sets industry standards

Professional running, trail running,
campus running and run with style

The industry's **top** brand reputation

Basketball

Customers in key segment

Leading in professional
basketball gear for kids

The industry's **top** brand reputation

Girls

Incremental customers

Supported by Chinese national artistic
gymnastics / figure skating teams

Brand awareness uplift
in vertical segment

35% growth target

Balance Bike

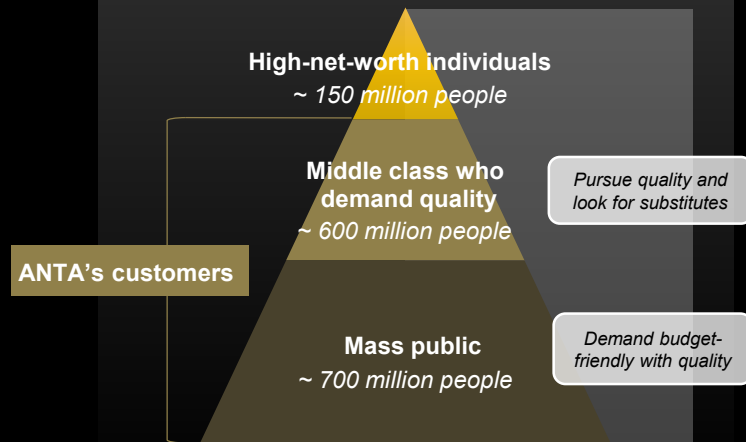
Incremental customers

Supported by Chinese national
short track speed skating team

Dominance in domestic
top competitions

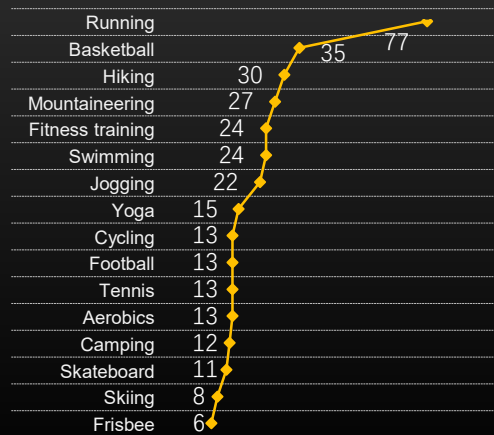
Omnichannel Retailing to Reach a Broad Spectrum of Mass Consumers

The Broadest Possible Group of Consumer



Diversified Sports Segment

Mass Participation Sports (%)



Base: Total N= 2000

A Complete Multi-channel Retailing

~55% Brick and mortar store share	Share from shopping malls to lift Store efficiency to grow at mid-teens
10%+ Outlets share	To build SUPERSTORE
~25% Traditional ecommerce share	To achieve the industry's top brand reputation on traditional platforms
5%+ Social ecommerce share	Retail sales to grow at 50%+
RMB600 million retail sales from Private domain	Retail sales to grow at 100%

* as % of total retail sales

BRAND UPGRADE



ANTA

Chinese Olympic Committee
Official Partner
中國奧委會合作夥伴

BRAND UPGRADE

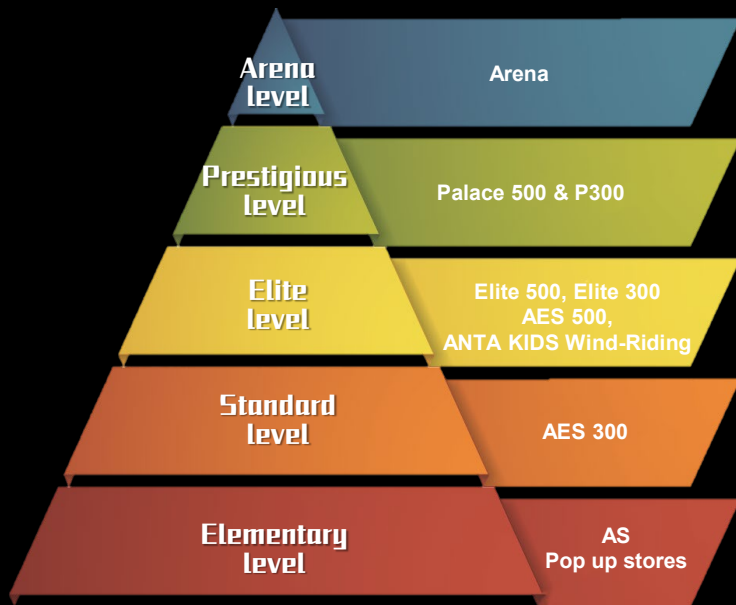
Average ticket value increase, rather than average selling price



Chinese Olympic Committee
Official Partner
中國奧委會合作夥伴

2024: EMBARK THE REMARKABLE JOURNEY

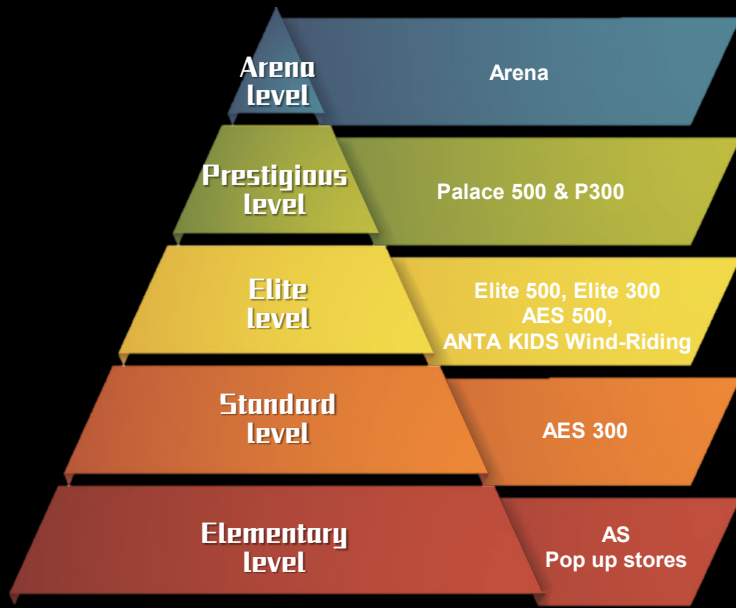
ANTA Channel Matrix



Store image	Product Matrix	Brand Resources	Strategic support
			
			
			
			
			

Within 5 years
10 Arena stores
1000 prestigious-level stores
 to open in China

Number of stores above AES 500
 14% → **50%**



Brand Resources				Product IP			Channel							
Basketball	Klay Thompson			KT、Splash(水花)、三分雨			ARENA	PALACE 500	PALACE 300	ELITE 500	AES	SneakerVerse	Shock the Game	
	Kyrie Irving			KAI			ARENA	PALACE 500	PALACE 300	SneakerVerse	Shock the Game			
	Shock the Game (要疯)			Shock the Game	Shock Wave(狂潮)	灵丹	ARENA	PALACE 500	PALACE 300	ELITE 500	AES	AS	Shock the Game	
Running	Top running resources			C Family			ARENA	PALACE 500	PALACE 300	ELITE 500	AES	SneakerVerse		
	Campus running training camp			MACH(马赫)			ARENA	PALACE 500	PALACE 300	ELITE 500	AES	AS	SneakerVerse	Women
	Olympic podium shoes			LAUREL(冠军)			ARENA	PALACE 500	PALACE 300	ELITE 500	AES	AS	GREEN HOUSE	
Outdoor/ ANTA GUANJUN	China National Geographic			冠军冲锋衣	Storm Mecha(风暴甲)		ARENA	PALACE 500	PALACE 300	ANTA GUANJUN				
	Ice and Snow National Team	Eileen Gu		开山雪服	Ice-shield Mecha(冰甲羽绒)		ARENA	PALACE 500	PALACE 300	ANTA GUANJUN				
Olympic	Paris Olympic podium uniform			Aerolight Mecha(空气甲)			ARENA	PALACE 500	PALACE 300	GREEN HOUSE	ELITE 500	AES		
Sports culture	Wang Yibo			AURA(潮拜)			ARENA	PALACE 500	PALACE 300	GREEN HOUSE	SneakerVerse	ELITE 500	AES	Women
Women	Top designers			New story to come			ARENA	PALACE 500	PALACE 300	Women				
	Guan Xiaotong, Eileen Gu			UVP Wear(绝绝紫)			ARENA	PALACE 500	PALACE 300	Women	ELITE 500	AES		
Equipment	Olympic backpack			Aerolight Mecha backpack(风暴甲包)			ARENA	PALACE 500	PALACE 300	ELITE 500	AES			



ARENA





PALACE IN LINE





PALACE IN MALL





ELITE, AES





ANTA GUANJUN IN MALL



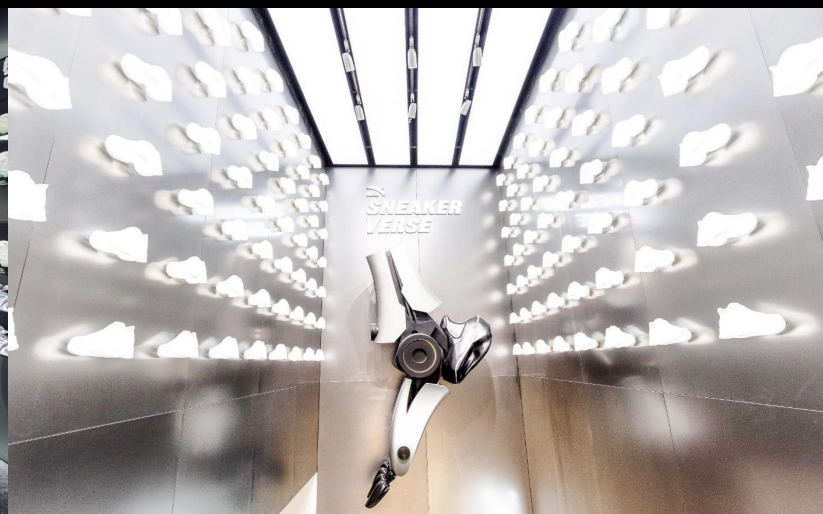


ANTA GUANJUN IN STORE





SNEAKERVERSE BLACK



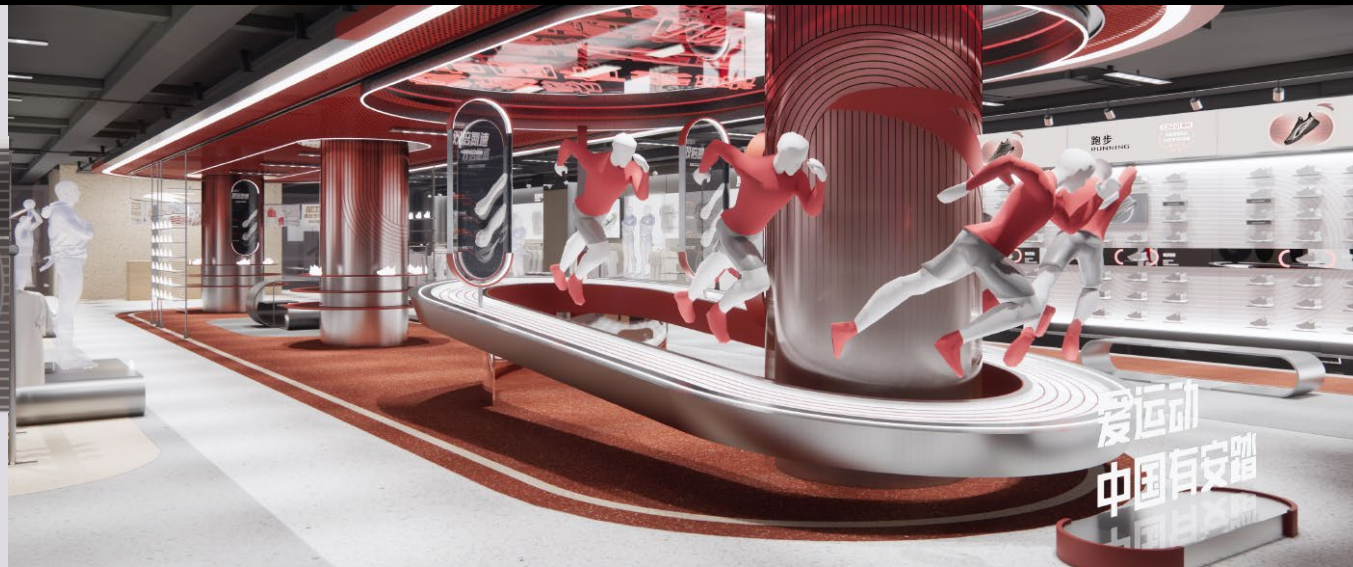


SNEAKERVERSE WHITE





ANTA RUNNING





ANTA SHOCK THE GAME





ANTA T-AGE





BRAND GLOBALIZATION

Representing China

ANTA 2023-2026 Strategic Roadmap

Mission

ANTA, a leading Chinese sportswear brand

Target

2023-2026 CAGR **10-15%**

Strategy

Mass-market Positioning

Brand Upgrade

Execution

Resource and technology empowerment
for channels, products and customers

Increase average ticket size
Upgrade distribution channels
Globalization

The background of the image is a large-scale corporate presentation. In the foreground, a man in a black t-shirt and blue jeans stands on a white, V-shaped stage with the Anta logo. Behind him, a large screen displays a group of hikers in orange and blue gear trekking across a vast, arid desert landscape under a clear blue sky. The hikers are carrying backpacks and some are holding flags. The overall scene conveys a sense of adventure, teamwork, and achievement.

我们一起 创造伟大
Together, We Create Greatness

