

ANTA Sports Products Limited Announces its 2007 Interim Results

**Profits attributable to shareholders increased by 284.3% to RMB203 Million
Turnover up 203.1% Amounted to RMB1,497 Million**

Financial Highlights

- Turnover reached RMB1,497.7 million, an increase of 203.1 % over the same period of last year
- Profit attributable to shareholders was RMB203.3 million, an increase of 284.3% comparing with the same period of last year
- Basic earning per share is RMB 11.3 cents, an increase of 289.7 % from the same period of previous year
- Gross profit margin increased by 8.9% points to 33.5% points
- Net profit margin increased by 2.9% points to 13.6% points

(12 September 2007, Hong Kong) ANTA Sports Products Limited (“ANTA Sports” or the “Company”, stock code: 2020) is pleased to announce the unaudited condensed consolidated interim results of the Company and its subsidiaries (collectively as the “Group”) for the six months ended 30 June 2007 (the “Reporting Period”) today. During the Reporting Period, the Company recorded a turnover of RMB1,497.7 million, a 203.1% increase over the same period of last year. Profits attributable to shareholders amounted to RMB203.3 million, an increase of 284.3 % over the same period of last year. Basic earnings per share was RMB11.3 cents. Gross profit margin increased by 8.9% points to 33.5% points. Net profit margin increased by 2.9% points to 13.6% points.

Reviewing on the results during the Reporting Period, Mr. Ding Shizhong, the Chief Executive Officer of ANTA Sports Products Limited, said, “2007 is a landmark year in ANTA Sports’ results and the Group was successfully listed on the Stock Exchange of Hong Kong on 10 July 2007. Gross proceeds from the Global Offering amounted to HK3,643.2 million, reflecting investors’ great confidence in China’s sportswear consumer market and for ANTA Sports .The Group has achieved better operating results in the first half of 2007 than for the whole year of 2006, which also reflected well-received ANTA brand, wide-range of new product offerings, effective expansion of the nation-wide distribution network and quick responsiveness to the changing market demands.”

During the Reporting Period, the Group continued to consolidate its coverage over second and third tier markets by strengthening the establishment of retail network, leading to a net

increase of 130 retail outlets under the Group's ANTA brand. There were 4,238 ANTA authorized retail outlets throughout China managed and operated by 39 distributors. The Group expects the number of the ANTA authorized retail outlets for the year to increase to 4,500 and the number of refurbished and ANTA authorized retail outlets will reach approximately 1,000.

Footwear, apparel and accessories respectively recorded HK761,900,000, HK636,200,000 and HK49,600,000, representing an increase of 131.9%, 320.2% and 246.9%, respectively by revenue of product categories.

ANTA brand experienced an increase of 192.9% in revenue during the period. The reason for rapid growth is that the Group assigned individual customers and department stores to distributors. The Group has focused more on brand building, product offering, distribution channel planning and supply chain management.

As to retail business for international branded products, during the Reporting Period, the Group has set up companies engaged in expanding and managing channels of retail operations in six cities respectively, Beijing, Shanghai, Suzhou, Xiamen, Guangzhou and Harbin. As at 30 June 2007, the Group operated and managed 42, 24 and 12 retail outlets selling products under the Adidas, Reebok and Kappa brands respectively. In the second half of the year, the Group also plans to establish and operate a number of "sports retail complexes" to engage in retailing sportswear of a variety of brands. The Group believes that by doing so, the Group will secure a new source of revenue and consolidate the business integration.

Looking ahead, Mr. Ding Shizhong said, "The Group will continue expansion of its distribution channels and plans to open flagship stores and sports retail complex in the second half of 2007. The Group will further increase its spending on brand promotion and research and development and will also continue to expand our production capacity and strengthen our supply chain management to respond efficiently to the market".

Mr Ding Shizhong concluded, "With an expected continuous growth of China's economy, the consumer market will continue to prosper, and in view of the coming mega-events such as the 2010 Shanghai Expo, the 2010 Guangzhou Asian Games and the 2011 Shenzhen University Games following the 2008 Beijing Olympic Games, the Group believes that such vibrant sportswear market in China will continue to support ANTA Sports' business growth. The Group will also aspire to achieve ideal returns for shareholders."

About Anta Sports Products Limited

ANTA Sports, one of the leading branded sports footwear enterprises in the PRC, is primarily engaged in design, development, manufacturing and marketing of sportswear, including sports footwear and apparel for professionals and the general public under the ANTA brand. ANTA Sports sells ANTA products on a wholesale basis to distributors who are responsible for distribution to authorized ANTA retail outlets which sell ANTA products to consumers in the PRC. ANTA Sports places great emphasis on brand building and promotes ANTA products and raises brand awareness through advertisements in the press and television media, sponsorship of PRC sports competitions, national leagues such as the Chinese Basketball Association, and athletes, and various other promotional activities. ANTA trademark as applied to its sports footwear was ranked by the Trademark Office of the State Administration for Industry and Commerce of the PRC (中國國家工商行政管理總局商標局) as a “China’s Well-Known Trademark” (中國馳名商標).

This press release is distributed by Wonderful Sky Public Relations & Financial Consultant Co. Ltd for ANTA Sports Products Limited.

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Appendix

ANTA Sports Products Limited
Unaudited Consolidated Income Statement

	As at six months ended 30 June	
	2007	2006
	<i>RMB' Million</i>	<i>RMB' Million</i>
	<i>(Unaudited)</i>	<i>(Unaudited)</i>
Profitability data		
Turnover	1,497.7	494.2
Gross profit	502.4	121.8
Operating profit	234.3	53.7
Profits attributable to shareholders	203.3	52.9
	<hr/>	<hr/>
	RMB'cent	RMB'cent
Earnings per share	11.3	2.9
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Profitability ratios		
	(in % points)	(in % points)
Gross profit margin	33.5	24.6
Operating profit margin	15.6	10.9
Net profit margin	13.6	10.7
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Ratios of effectiveness and income portfolio		
Advertising and marketing expenses (as a percentage of turnover)	12.2	9.8
Staff costs (as a percentage of turnover)	5.7	6.2
Research and development (as a percentage of cost of sales)	2.3	0.4
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