



## Management Discussion and Analysis



### Chinese Olympic Committee

Our strategic partnership with the COC and CSD has helped ANTA Sports to further stand out among our peers and solidify our image as the “representative of China’s sports industry”. During the period, the Group has further collaborated with the partners to reinforce our brand’s leading position while supporting sports development in China. Equipped by ANTA sportswear in the opening, closing and award ceremonies, the elite athletes achieved remarkable results in the 7th Asian Winter Games in February. In June, ANTA Sports also sponsored the Olympic Day Run to celebrate International Olympic Day and to promote the “Sports for All” movement across China. The event attracted a record number of nearly 30,000 long-distance runners in 9 cities, including our endorsed players and employees, all of whom wished to be part of the Olympic spirit. The success of these sporting events has both contributed to the brand reinforcement of ANTA and the development of the industry as a whole.

The Group also leverages internet marketing, such as Sina weibo and “AN Town” (<http://anta.qq.com>), to maximise the effect of the COC sponsorship. The e-platforms not only provide consumers with real-time updates on the COC but also help arouse public support to the CSD in the upcoming London 2012 Olympics. Meanwhile, we have set up the “COC Corner” in key stores to showcase the expanded COC licensed product series and the ANTA-designed winning uniforms provided to the CSD in various international competitions.

### Basketball

ANTA Sports is renowned for our unmatched basketball resources portfolio in China. We sponsor the CBA and CUBA, two of the most popular and influential leagues among Chinese teenagers and basketball lovers. ANTA’s strong ties with NBA stars Kevin Garnett and Luis Scola have also further fostered our leadership in the mass market basketball segment. During the period, Kevin Garnett and Luis Scola wore ANTA basketball shoes in all competitions and trainings, which is a strong proof of our products’ premium quality and advanced functionality. Our first series of marketing initiatives featuring Kevin Garnett, “Reach Higher”, robustly enhanced the link between ANTA and the sport. It also provided a strong impetus with regard to promotion of basketball in China. Meanwhile, Luis Scola interacted with crowds of fans in Beijing, Nanjing, Xian and Chengdu in his third China Tour. The gatherings and media interviews gained massive attention from the public and brought us even closer to basketball enthusiasts.



ANTA Sports shoulders the mission to lift the performance and quality of basketball throughout China. Apart from providing all sponsored league players with ANTA basketball gear to boost their performance, the Group also cooperates with the CBA and CUBA to popularise basketball participation. During the period, we co-launched innovative activities with the CBA such as the All-star Weekend and “All-star North or South” Champion Vote to interact with basketball fans. The All-star Weekend is China’s most celebrated basketball game of the year and serves to showcase the impressive talent of the CBA stars. ANTA Sports has also optimised the “KG” and CBA product series, and has set up the “Grand Basketball Corner” in key stores to further strengthen our professional basketball image.

