

# ***KIDS SPORTSWEAR SERIES***

*NUMBER OF  
KIDS SERIES  
STORES*  
**228**





kids



### Mass Market Kids Sportswear Series

Better living standards and the "one-child policy" have raised parents' awareness of the importance of children's healthy upbringing. The Chinese government also encourages people, especially the students, to participate more in sports activities to reduce medical expenditure. Moreover, children's rapid growth results in a much faster replacement of sportswear. Thus all help create market opportunities for value-for-money kids' sportswear products with high protection and comfort. The Group introduced the Kids sportswear series in late 2008 which offers quality sports footwear, apparel and accessories for children aged between 8 and 14. It allows ANTA to grow together with our target customers and builds up strong brand loyalty.

### Product and Marketing

With an orange logo, vivid image and stylish products, the Kids sportswear series target parents and children who demand trendy and simple cutting sportswear. The Group runs a separate design team for the Kids sportswear series and leverage on the experience in developing adult collections to provide protective sportswear that best fit kids' body shape and characteristics. The Group also conducts research with professional



The Group provides value-for-money sportswear shoes with high protection and comfort for children

institutions on the shape of children's feet. The project has laid a strong foundation for the development of comfortable and reliable kids' footwear.

The Group cooperated with famous cartoonist and launched "Cartoon Series". Also, the Group initiated the Kids sportswear series website (<http://www.anta-kids.com/>) in which the children and parents can easily access information about health care and products. Parents can also exchange views and discuss in the "family forum". We will also communicate our expertise in choosing protective kids sportswear through the website.

### Distribution Development

As at 31 December 2009, there were 228 Kids series stores (2008: 81) in core locations operated by distributors, representing a net increase of 147 stores.

