

SPORTS LIFESTYLE SERIES

NUMBER OF
SPORTS LIFESTYLE
SERIES STORES

343





The stylish design reflects customers' personality



Mass Market Sports Lifestyle Series

Improvements in the living standards and purchasing power of Chinese consumers in recent years have led to more sophisticated consumer preferences and created further demand for more varieties of sportswear products. Other than performance-based sportswear, consumers are also asking for stylish and distinctive sportswear that best reflects their individuality. In view of the strong demand, the Group separated and enlarged the trendy sneaker series from the existing offering in late 2008 to target customers aged between 15 and 28. As the trendy sneaker products have been well-received by customers, the Group has further enriched the product mix by adding more apparel and accessories to form a complete "Sports Lifestyle series".

Product and Marketing

Sports Lifestyle series emphasises the use of colours and stylish elements.

Black ANTA logo, unique store image and stylish leisure sportswear products successfully distinguish the series from the performance-based products. These products are developed under different themes including "street dance series", "fruit series" and "cool series", etc, which reflect the philosophy and personal style of teenagers and young working class. The volume of each series is limited to highlight the special product features and for better inventory management. The Group also promotes the products through youth and lifestyle magazines to reach target customers.

The Group also initiated a crossover series "Hezi" (little cardboard box in Chinese) with the cartoonist, Zhang Xiaohu, named after a comic that describes how the cartoon characters live their hectic working life in a relaxed style. It is popular among teenagers and working class in China and Taiwan. Moreover, the Group integrates products and event marketing activities to boost consumption. For



"Hezi" POP showed in Sports Lifestyle series stores



instance, we launched special edition to celebrate the 60th anniversary of the founding of the PRC, Valentine's Day and Christmas.

In order to enhance the accessibility for consumers to obtain relevant information, the Group has launched the Sports Lifestyle series website (http://www.anta.com.anta_fashionstars/) with latest products portfolio and store addresses.

Distribution Development

In order to tap the leisure sportswear market's enormous potential, the Group's first Sports Lifestyle series store was opened in August 2008 and we further expanded the network during the year. The number of Sports Lifestyle series stores grew from 33 at the end of 2008 to 343 as at the end of 2009, representing a net increase of 310 stores.

