

TENNIS



DARE TO BE
PERFECT



Mass Market Performance-based Tennis Series

2009 is set to be an important year for the development of tennis in China as more players are turning to professional tournaments and achieving outstanding results in international contests. Tennis products are also well received by sports lovers, especially female consumers, due to its trendy appeal. Riding on the growing popularity of tennis in China, tennis products have become one of our key focuses in 2009.

Endorsement and Sponsorship Resources

In order to strengthen our market position in tennis, the Group entered into endorsement contracts with world's leading female tennis players Jelena Jankovic and Zheng Jie during the year. The two elite players have been wearing ANTA sportswear custom designed by international designers in all tournaments (including WTA) and during training. The endorsement successfully increases our



international exposure and the credibility of ANTA's brand and products.

To boost the association between our brand and tennis products, the Group launched tennis promotional campaign "Dare to be Perfect" for the "Tennis Duo" in the third quarter of 2009, which included TVC and POP. Apart from preparing tournaments, the Tennis Duo participated in various promotional activities to interact with their fans and promote the popularity of tennis in China. Zheng Jie gave tennis lessons to the children and the wheelchair tennis team from the quake-affected area in Sichuan in her charity visit in April. In October, Jelena Jankovic appeared at ANTA Kids series store to meet young Chinese tennis players and selected tennis gear for them.

The Group supports the continuous development of tennis in China and has sponsored various tennis events including China Tennis Grand Prix, "Swings for the Star" Junior Tennis Camp, "Tour 2016" Junior Tennis Tournament and the University Tennis Challenge to nurture the future tennis stars in China.

Designated Tennis Product Series

As tennis involves lots of rapid and vigorous movements, the technical aspect of tennis products is critical for athletes' protection and performance. The Group works with top international designers to tailor-make professional sportswear in each tournament for the endorsed players, so as to help enhance their performance in competitions. Both Jelena Jankovic and Zheng Jie have been invited to take part in the product planning and design process. For instance, the Group



Jelena Jankovic's designated tennis shoes provide excellent stability and comfort to enhance her performance in tournaments



conducts various experiments including the "Footwear Dynamic Test" to track their physical movements such as sudden stop, quick start and sharp turn in the tennis court. By analysing the data, we provide the products that best fit athletes' physical condition and different courts' characteristics.

The projects also help us accumulate knowledge for enhancing the technology and functionality of our mass market tennis products. In addition to the expanded tennis product portfolio, the Group also launched a series of female products in the third quarter of 2009 named after Jelena Jankovic and Zheng Jie to echo our "Dare to be Perfect" marketing campaign. Both of the enhanced products and campaign have received positive response from the market.