

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



ANTA Sports Products Limited

安踏體育用品有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2020)

TRADE FAIR RESULTS FOR THE FOURTH QUARTER AND THE FULL YEAR OF 2012 AND SAME-STORE SALES GROWTH FOR THE FIRST QUARTER OF 2012

This announcement is published on a voluntary basis by the board of directors (the “**Board**”) of ANTA Sports Products Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to provide an operational update on the Group’s business in China.

Trade Fair Results for the Fourth Quarter and the Full Year of 2012

Since the release of the Group’s trade fair results for the first half of 2012, the Group continues to see intensifying competition of the domestic sportswear industry in China. Such competition has been affecting the profitability of the Group’s retailers over the past several quarters, though the operations of the Group and its distribution channels have remained generally stable and normal. To reduce potential inventory risks and discounting at retail channels, as well as to maintain the competitiveness of the Group’s distribution channels in terms of operational performance and profitability, the Group continues to adopt a more flexible replenishment arrangement and has proactively discussed with distributors and franchisees to adjust the amount of orders that have been placed by its distributors but yet produced for delivery. After such prudent adjustment, the order value (at wholesale value) for the Group’s trade fair for the fourth quarter of 2012, which was concluded in April, decreased by a low teens percentage, on a year-on-year basis. For the Group’s trade fairs held in the full year 2012, the aggregate trade fair order value (at wholesale value) decreased by a high single digit percentage, on a year-on-year basis.

Same-store Sales Growth for the First Quarter of 2012

In respect of ANTA retail stores operated by distributors and franchisees of the Group, which have been in operation for more than one year, the same-store sales growth (at retail value) of ANTA branded products for the first quarter of 2012 decreased by a low single digit percentage compared to the same period of 2011.

This announcement is made based on the Board's preliminary review of the unaudited operational data of the Group and it is not based on any figures and information which have been audited or reviewed by the Group's auditors. The trade fair results and same-store sales growth data do not constitute, represent or indicate the full picture of the Group's total revenue or financial performance and the information contained in this announcement may be subject to change and adjustment.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the Company's securities.

By Order of the Board
ANTA Sports Products Limited
Ling Shing Ping
Company Secretary

Hong Kong, 17 May 2012

As at the date of this announcement, the executive directors are Mr. Ding Shizhong, Mr. Ding Shijia, Mr. Lai Shixian, Mr. Wang Wenmo, Mr. Wu Yonghua and Mr. Zheng Jie; and the independent non-executive directors are Mr. Yeung Chi Tat, Mr. Lu Hong Te and Mr. Dai Zhongchuan.