

# Highlights of the Year



**18 JAN**

Fostered strategic alliance with NBA



**19 APR**

Set strategic partnership with Swarovski

**01 JUN**

Included as a constituent stock of MSCI China Index Series

## 2005

**04 APR**

Joined hands with NetEase



**01 JUL**

Launched the first 4th generation LI-NING store



**27 APR**

LI-NING named as "My Favorite China Brand in 2005" organized by CCTV in the PRC



**17 JAN**

Became a constituent stock of Hang Seng Composite Index Series and Hang Seng Freefloat Index Series



**03 JUL** Entered into a joint venture with AIGLE, a famous outdoor sports goods brand



**17 NOV** Awarded "The 2005 WorkChina™ Best Company to Work For"



**10 JAN** Signed an agreement with NBA player, Damon Jones

# 2006

**13 JUL**

Received the "Leading Sports Marketing Cases Award" from the 2005 Outstanding Sports Marketing Cases Study Award Panel

**22 DEC**

Became the major partner of CUBA, one of the top 3 basketball tournaments in the PRC



**07 AUG**

Li Ning Company 15th Anniversary Celebration



**16 MAR**

Cooperated with ATP as its official marketing partner

