

## Mission

To integrate the sports spirit of "Going beyond oneself" into everyone's daily life.

## 使命

將「超越自我」的體育精神融入每個人的生活。

## Vision

To be the top national sportswear brand in China in terms of both brand desirability and market share and to be the top ten international sportswear brands in terms of global revenue.

## 遠景

成為中國市場品牌美譽度和市場份額雙第一的中國體育品牌，並成為全球銷售額排名前十的體育用品公司。

## Core Values

We firmly believe brand equity to be the basis of our business decision making and the core values to be maintained by ANTA's people.

We never fear the obstacles to change but will apply our innovative ideas to create values for our customers.

We uphold our attitude towards exactitude, meticulousness, substantiality and preciseness' and strive to grow with the sports undertaking.

We believe the principles of integrity and creditworthiness and always show gratefulness and fulfill social responsibilities.

## 核心價值觀

品牌至上 - 我們堅信品牌價值是經營決策的基準，是安踏人傾力維護的核心。

創新求變 - 我們從不懼怕變革的風險，預應前瞻的格局，以隨需而變的創新，創造客戶終身價值。

專注務實 - 我們秉持"精、細、實、嚴"的求真態度，致力與體育事業共成長。

誠信感恩 - 我們篤信誠實正直、信守承諾的處世原則，永懷感恩之心，善盡社會責任。

