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我们相信  
一定能推向前



We believe the best is yet to come

安踏冠名贊助男女子排球聯賽、大獎賽及錦標賽

ANTA title-sponsors Men and Women's Volleyball League/Grand Prize Cup/Championship Cup

# 安根固本 踏實鼎新



Dear Shareholders,

On behalf of the board of directors (the "Board") of ANTA Sports Products Limited ("ANTA Sports" or the "Company"), I am pleased to report the audited annual results of the Company and its subsidiaries ("ANTA" or the "Group") for the year ended 31 December 2007.

2007 was a landmark year in the Group's milestone. With the effort of all parties, the Group was successfully listed on The Stock Exchange of Hong Kong Limited on 10 July 2007. The positive response from the global capital markets demonstrated investors' confidence in the business prospects and competitive edge of the Group. The listing not only enhances our corporate image and governance transparency while internationalises our brand, but also allows the Group to share the fruits of our success with our shareholders. The Board proposes to declare a final dividend of HK8 cents per share in respect of the year.

During the year under review, the Group's turnover reached RMB3,182.4 million, representing over 1.5 times increase as compared with last year. Net profit attributable to shareholders increased by 2.6 times as compared with 2006, amounting to RMB537.8 million (2006: RMB147.4 million). Earnings per share has a more than double increase to RMB25.3 cents (2006: RMB8.2 cents).

各位尊敬的股東：

本人謹代表安踏體育用品有限公司（「安踏體育」或「本公司」）董事會（「董事會」）呈報本公司及其附屬公司（「安踏」或「本集團」）截至二零零七年十二月三十一日止的已審核年度業績。

二零零七年是本集團里程碑的重要一年。在各方的努力下，本集團於二零零七年七月十日在香港聯合交易所有限公司成功上市後，一直獲得國際資本市場積極支持，反映了投資者對本集團業務前景及競爭優勢的信心。上市不但提升企業形象及管治透明度，令品牌邁向國際化，更令本集團能夠與廣大投資者分享業務成果，本公司董事會建議本年度派發末期股息每股港幣8分。

本年度回顧，本集團錄得營業額達人民幣3,182.4百萬元，較去年增加超過1.5倍。股東應佔溢利較二零零六年增加2.6倍，達人民幣537.8百萬元（二零零六年：人民幣147.4百萬元）。每股盈利有超過兩倍增幅達人民幣25.3分（二零零六年：人民幣8.2分）。



# Chairman's Statement

## 主席報告書 Continued 續...



### SEIZING BUSINESS OPPORTUNITY OF ECONOMIC DEVELOPMENT IN CHINA

The robust economic growth in China has brought about numerous business opportunities to the Group. In 2007, the gross domestic product soared by 11.4% to RMB24.7 trillion whilst the per capita disposable income of urban population increased by 17.2% to RMB13,786. With the rising living standard and demand for consumer goods, the total retail sales of consumer goods in 2007 amounted to RMB8.9 trillion, representing a growth of 16.8% against the corresponding period in 2006. As China is one of the leading countries in terms of urbanization and economic development, the development potential of its sportswear market should not be overlooked.

The accelerating urbanization has changed consumers' behavior and their consumption patterns, tending towards lifestyle-enhancing products and services like sportswear products. Meanwhile, with increasing awareness of health, sports activities have become indispensable activities in peoples' daily life which stimulate strong demand for sportswear products with high quality and functionality and at a reasonable price. Seizing these business opportunities, the Group has provided value-for-money sportswear to the consumers, and therefore achieved satisfactory development.

### SPEEDY AND HEALTHY BUSINESS DEVELOPMENT

The Group continues to strengthen our leading position in China's sportswear market and expands retail network of ANTA's brand in China through 39 distributors. As at the end of 2007, the Group's distributors operated 4,716 ANTA authorised retail outlets and four flagship stores in Shanghai (two stores), Shenyang and Wuhan. Meanwhile, the Group's overseas distributors have set up authorised retail outlets in Southeast Asia and Eastern Europe, which boosted the recognition of ANTA brand in international markets. The retail business of international branded sportswear is expected to make contributions to the Group starting from 2008.

The Group will continue to emphasize on brand building and marketing, initiating diversified brand promotion campaigns including integrated marketing strategies such as event sponsorship, advertisement placement and spokesman endorsement. Meanwhile, the Group will launch comprehensive advertising promotion for featured products. These advertising campaigns can enhance our communication with consumers, single-out product differentiation and improve the brand image. The Group continues to strengthen its capability of product research and development as well as quality control to enhance the competitiveness of our products, while making appropriate expansion in the production capacity to maintain quick response to the market.

### 把握中國經濟發展的商機

中國經濟發展蓬勃，為本集團帶來無限商機。二零零七年國內生產總值急速上升11.4%，達人民幣24.7萬億元。城鎮居民每年人均可支配收入增加17.2%，達人民幣13,786元。人民生活水平提升，消費用品的需求相對增加，二零零七年的社會消費品零售總額為人民幣8.9萬億元，較二零零六年同期增長16.8%。中國作為其中一個城市化及經濟增長速度最快的國家，國內體育用品市場的發展潛力不容忽視。

城市化加速使國民的消費行為及購買模式亦有所改變，趨向富有生活品味的產品和服務，如體育用品。同時，隨著健康意識的提高，體育活動成為國民日常生活不可缺少的活動之一，對優質專業而價格合理的體育用品的需求殷切。本集團積極把握這些商機，一直為我們的消費者提供物超所值的體育用品，從而獲得良好的發展。

### 高速健康的業務發展

本集團繼續強化我們在中國體育用品市場的領先地位，透過39家分銷商擴展安踏品牌在中國的零售網絡。本集團的分銷商於二零零七年底已開設4,716間安踏品牌特許零售門市，更在上海、瀋陽及武漢開設有四間旗艦店。同時，本集團的海外分銷商，相繼在東南亞和東歐開設特許零售門市，提升了安踏品牌在海外的知名度。預計從二零零八年起國際品牌體育用品零售業務會開始為集團帶來貢獻。

本集團繼續專注品牌建設及市場推廣，推出多方面的品牌宣傳攻勢，包括賽事贊助、廣告宣傳、代言人贊助等整合營銷策略，同時為重點產品推出全方位的廣告宣傳。透過針對性的廣告宣傳，既可加強與消費者的溝通，又可突顯產品差異化及提升品牌形象。本集團繼續增強產品研發及質量監控能力，提高產品的競爭優勢，同時適量地擴充產能，保持對市場的快速反應。



### CLEAR STRATEGIC OBJECTIVES AND SATISFACTORY CORPORATE GOVERNANCE

Through conscientious analysis of the industry environment and our own edges, the Group has formulated strategic objectives and implementation plan which cater for the Company's future development. Meanwhile, the Group optimizes our organizational management structure from time to time. This will strengthen coordination across each department, adaptability to business environmental changes, and raise the overall management and operational efficiency of the Company. As for internal corporate governance, the Group has established a number of committees which perform duties according to their terms of reference to strictly control the internal systems, conduct ongoing review to enhance measures of internal and external control so as to reach a governance standard as outstanding as that of a multi-international enterprise.

Thanks to our outstanding performance, the Group is recognized and awarded by all circles of life. The Group's footwear has led in "composite index on market shares of sporting footwear for six consecutive years in China", awarded by the China General Chamber of Commerce and China National Commercial Information Centre. Furthermore, ANTA's products passed the "ISO 9001 quality management system certification" and were again awarded the title of "State-designated Products Exempt from Quality Surveillance Inspection" by General Administration of Quality Supervision, Inspection and Quarantine of China. On 10 March 2008, the Group became one of the constituents in "Hang Seng Mainland Composite Index" and "Hang Seng Mainland Freefloat Composite Index", demonstrating the public recognition of the Group's brand value and business development.

### PROSPECTS

Looking forward, resulting from the rapid growth of China economy, surging consumption power of residents, urbanization as well as the change of economy mode in the PRC, demand for sportswear become increasingly considerable. Furthermore, the Beijing Olympics which every Chinese is proud of has aroused the concern about and awareness of sports and stimulate demand for sportswear. The Group will enhance the competitive edges to continuously expand the market.

Responding to the opportunities and challenges in the China sportswear market, the Group will maintain its steady expanding strategies by enlarging the national retail network as well as enhancing the recognition and desirability of the brand, aspiring for providing value-for-money sportswear for consumers and collaborating with certain international brands with market potentials.

On behalf of the Board, I would like to express my sincere gratitude to our management and all staffs for their unremitting efforts and whole-hearted attitude as well as our shareholders and customers for their support and trust.

**Ding Shizhong**  
Chairman

Hong Kong, 12 March 2008



### 明確的戰略目標和良好的公司管治

本集團通過對行業環境和自身優勢的認真分析，確定了適合公司未來發展的戰略目標和實施計劃。同時本集團不斷優化組織管理架構，增強各部門的協調及對經營環境的應變能力，提高了公司總體管理能力和運營效率。在內部管治方面，本集團亦成立了多個委員會，依照章程履行自身責任，嚴格監控內部系統，並持續檢討提升內部及外部監控措施，確保能達到跨國企業的良好管治水平。

由於本集團在各方面表現出色，因此獲得各界的認同及嘉許。本集團獲中國商業聯合會及中華全國商業信息中心頒發「中國運動鞋市場綜合佔有率連續六年第一」；安踏產品通過「ISO 9001質量管理體系認證」；同時再次獲國家質量監督檢驗檢疫總局評為「國家免檢產品」。於二零零八年三月十日，本集團被納入「恒生中國內地綜合指數」及「恒生中國內地流通綜合指數」的成份股中，標誌著本集團的品牌價值及業務發展已獲得大眾的肯定。

### 前景

展望未來，中國經濟的增長迅速，居民消費能力不斷提高，中國城市化發展及消費模式改變，使體育用品的需求日益擴大。中國人的驕傲一北京奧運，提高了人民對運動的興趣和關注，刺激體育用品的需求，本集團相信市場的潛力依然巨大。本集團會加強競爭優勢，不斷擴張市場。

對於中國體育用品市場的機遇和挑戰，本集團將繼續維持穩健的擴展策略，擴大全國性零售網絡，提升品牌知名度及美譽度，致力為消費者提供物超所值的體育用品和物色有潛力的國際品牌進行合作。

本人謹代表董事會向努力不懈、盡心全意為本集團效力的管理人員及全體員工，以及一直對本集團鼎力支持的股東及客戶致衷心感謝。

**丁世忠**  
主席

香港，二零零八年三月十二日

