



Keep Moving... 永不止步



安踏贊助中國男子  
籃球職業聯賽  
ANTA sponsors  
Chinese Basketball  
Association

We believe to advance is to move forward  
我相信不進，則退

# Investors Relations Report

## 投資者關係報告



Since its listing, the Group has positively maintained two-way communications with investor sectors. Information of the Group such as corporate mission, development vision, industry prospects and potentials alongside operational and financial information have been fully disclosed, endeavoring to enhance the quality of information disclosure in order to let investors timely and clearly comprehend the latest news of the Group and the industry, improve the transparency of the Group's governance and ensure maximization of the shareholders interests. In particular, the Group sets up the Investor Relations Department ("IR Department") which is led by the Chief Financial Officer and fully supported by the Board.

自上市以來，本集團一直積極與投資各界保持雙向溝通，向投資者充分披露本集團的企業使命、發展方針、行業前景潛力及營運與財務等數據，致力提高訊息披露的質素，讓投資者及時清晰地瞭解本集團及行業的最新情況，增加本集團管治透明度，保障股東利益最大化。本集團特設投資者關係部，由首席財務官領導，並得到董事會全力支持。

### Review on Investor Relations

In 2007, the Group held the first roadshow for the initial public offering. Not only did the management get in touch with global fund managers, analysts, financial media extensively in places such as Hong Kong, Singapore, London, New York, Boston and San Francisco, but also met over 200 institutional investors, fund managers and related persons. The Group also convened press conferences in both Hong Kong and London.

### 投資者關係工作回顧

二零零七年，本集團進行了首次的全球公開發行路演推介活動，曾到香港、新加坡、倫敦、紐約、波士頓、拉斯維加斯及舊金山等地，與全球基金經理、分析員、財經媒體等投資界人士進行了廣泛的接觸，會見了超過200家投資機構者、基金經理及相關人士，並在倫敦及香港兩地召開了新聞發佈會。



# Investors Relations Report

## 投資者關係報告 *Continued* 續...

To ensure accurate and unequivocal delivery of the latest information to investors, the Group fostered effective communications by various channels. Events details in which the Group participated since the listing of the Company's shares in July 2007 to 31 December 2007 are set out as follows:

為確保本集團最新訊息能準確公平地傳遞到投資者，本集團透過不同渠道促進有效的溝通。由七月份上市至二零零七年底，本集團參加活動詳情如下：

活動類型 Type of events	二零零七年參與活動之次數 Number of participation in 2007
International roadshows 海外巡迴路演	5 time (including Hong Kong, Singapore, Japan, London, New York, Boston and San Francisco) 5次路演 (包括香港、新加坡、日本、倫敦、紐約、波士頓及舊金山)
Investment forums 投資論壇	5 forums 5個論壇
One-on-one and group meetings with fund managers and analysts 與基金經理及股票分析員一對一和團體會議	69 meetings 69次會議
Conference calls 電話會議	42 conference calls 42次電話會議
Visits to the Company's stores in China 參觀本集團及店鋪	15 times with over 150 participants 接待超過150人參觀15次
Media Interview 媒體專訪	21 times with over 31 media 接受超過31個媒體採訪21次

### Annual General Meeting

The Annual General Meeting ("AGM") provides a useful forum for the shareholders to exchange views with the Board. The Directors and Chief Financial Officer will attend the shareholder's meeting to answer the questions of shareholders. In addition, questions received from the general public and individual shareholders were answered promptly. An AGM circular is distributed which accompanies the despatch of this Annual Report to shareholders at least 21 days before the AGM and will be included with the notice to shareholders of any future AGM. It sets out the procedures for demanding and conducting a poll and other relevant information of the proposed resolutions.

### 股東週年大會

股東週年大會為股東提供與董事會交流意見的有效渠道。董事及首席財務官會出席股東會議，回答股東問題。此外，公眾及個別股東的提問亦盡快獲解答。股東週年大會通函連同本年報以及任何日後股東週年大會的通告將於股東週年大會舉行前最少21日寄發予股東。該通函將載有要求及進行以投票方式表決的程序以及建議決議案的其他相關資料。

### Preparation of Detailed Financial Reports

The Group has been devoting to enhance corporate transparency by disclosing its operations including financial positions, operation performances and new strategies in the annual report and the interim report, so as to help investors assess its present investment value as well as ongoing situation and make decisions with sufficient information. The Group has also proactively coordinated with auditors, solicitors, compliance advisors and organizations like Stock Exchange and Independent Non-Executive Directors to ensure the information set out in the reports reflect the actual financial performance and positions of the Group fairly and reasonably.

### 籌備資料詳盡的財務報告

本集團竭力提高企業透明度，在年報及中報向投資者詳盡披露本集團的經營情況，包括財務狀況、營運表現及發展策略，讓投資者評估其投資的現值和未來情況，在知情情況下作出決定。本集團並積極配合核數師、律師、合規顧問及聯交所等合規機構及獨立董事，確保報告中的資料公平合理地反映本集團之財務表現及狀態。



# Investors Relations Report

## 投資者關係報告 *Continued* 續...

### *Analysts/Fund Managers Presentations*

Amid the announcement of interim results and annual results, the Group held presentations to analysts/fund managers, during which the management delivered first hand information to investors directly by reviewing the results over the past six months and the whole year. Meanwhile, the Group collected comments regarding the strategies and governance of the Group from investors in order to improve the corporate governance.

### *International Roadshows and Investment Forums*

Management participated investment forums held in Shanghai, Beijing, Xiamen, Singapore and Hong Kong to meet global investors. After the results announcement, the management will take part in international roadshows to present the annual and interim results to facilitate a deeper understanding of the Group among investors.

### *Company Visits and Reverse Roadshows*

Since the listing of the Group, the IR Department has arranged 5 reverse roadshows and actively invited investors, analysts, local and foreign media to visit the Group, allowing them to comprehend the business operations in person. Site visits of trade fairs and store operations have been organised, whereby the key management answered participants' inquiries immediately. Once the Group receives investors' request for store visits, the Group promptly made arrangements for investors to obtain information in a timely manner.

### *Sustained Communication with Investors*

The Group has maintained an interactive and close relationship with investors and analysts through one on one meetings and telephone conferences. The IR Department deals with different inquiries from shareholders, investors, analysts, financial media and the public by emails, fax and phone calls. In this sense, inquirers can obtain accurate data timely. The Group also non-selectively discloses information to the public in compliance with relevant regulatory requirements.

### *分析員／基金經理推介會*

本集團於中期業績及年度業績時舉辦財經分析師／基金經理推介會，由管理層直接向投資者回顧過去半年或全年的業績等資料，向投資者發放第一手資料，同時汲取投資者對本集團戰略及治理的意見，改善本集團管治。

### *國際路演及投資論壇*

管理層曾參加上海、北京、廈門、新加坡及香港的投資會議，與世界各地的投資者會面。管理層會於業績發佈會後參加國際路演，向投資者陳述年度及中期業績資料及本集團未來發展路向，加深投資者對本集團的瞭解。

### *公司參觀及反向路演*

自本集團上市以來，投資者關係部已安排5次反向路演，主動邀請投資者、分析員、本地和外地媒體到本集團參觀，親身瞭解本集團業務運作，並參觀訂貨會實況及店鋪營運情況，由主要管理層實時解答參加者的問題。在收到投資者參觀本集團或店鋪的意願後，本集團會及時安排，讓投資者及時獲取本集團資料。

### *與投資界人士持續溝通*

透過一對一小組會議及電話會議，與投資者及分析員保持互動緊密關係。投資者關係部透過電郵、傳真或電話方式，處理股東、投資者、分析員、財經媒體及公眾之各種查詢，讓查詢者及時獲得準確的數據，且非選擇性地向公眾披露附合有關監管規定之資料。





# Investors Relations Report

## 投資者關係報告 *Continued* 續...

### *Two-way Communications with the Media*

In order to let the media, investment community and the public obtain relevant information under fair, open and timely circumstances, the Group held press conferences for its listing and interim and annual results announcement, distributed press releases regularly and arranged media interviews for the management.

### *Timely distribution of the latest news*

Aiming at a transparent and timely information disclosure, any latest information of the Group such as corporate movement, press releases, results statistics, announcements and circulars will be disclosed proactively to the investing public through email system and IR website.

### *Setting up Investor Relations Website*

To ensure the public obtains relevant information of the Group fairly, accurately and timely, the Group passes on its latest news through its website. All information including corporate culture, competitive advantages, latest news, management information, announcements and result reports are composed in simplified Chinese, traditional Chinese and English for public's inspection.



### *與媒體雙向溝通*

本集團於上市及中期及年度業績時舉辦新聞發佈會、定時發放新聞稿及安排管理層接受媒體專訪，旨在讓媒體、投資界及公眾於公平、公開、及時的情況下獲取有關資料。

### *最新資料及時發放*

當本集團有最新信息，包括企業動向、新聞稿、業績數據、公告及通函等，主動透過電郵系統及投資者關係網站向公眾發放有關消息，加強訊息披露透明度和及時性。

### *投資者關係網站建設*

為確保公眾在公平、準確及適時獲取本集團有關訊息，本集團利用網站傳遞最新信息。所有數據包括企業文化、競爭優勢、最新動向、管理團隊、公告及業績報告均備附有簡體中文、繁體中文及英文版本，方便公眾查閱。



# Investors Relations Report

## 投資者關係報告 Continued 續...

### Market Recognition

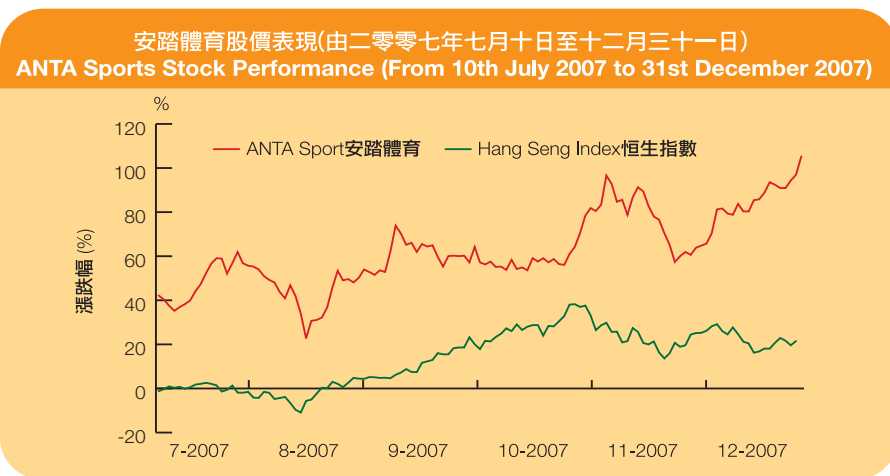
The Group values investor relations as a sustainable strategic management action. The effort of the Group gained public recognition. The Group was awarded as “10 Most Favorable Enterprises listed in Hong Kong (IPO) 2007” which was elected by several thousands of members from Association of International Accountants and Taifook Securities by questionnaires. On 10 March 2008, the Group became one of the constituents of “Hang Seng Mainland Composite Index” and “Hang Seng Mainland Freefloat Composite Index”, which in turn improved the Group’s corporate image and proved our strength.

Since the listing of the Group, there have been 13 local and international investment banks and securities houses which enlisted the Group within their scope of research, and the number is still increasing. Besides, the Group is the research target for extensive institutional investors which indicates investors’ recognition of the competitive advantages and corporate outlook of the Group and demonstrates the huge potential of the Group.

### 市場認可

本集團高度重視投資者關係工作，並視為一項持續性戰略管理行為，這方面的工作亦獲得公眾之肯定。本集團獲得「2007年十大我最喜愛首次於香港上市(IPO)企業」，選舉由國際會計師公會和大福證券旗下數千名會員以問卷形式選出。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」，提高本集團的企業形象，對本集團實力的肯定。

自本集團上市以來，已有13間本地及國際性的投資銀行及證券行把本集團納入研究範圍，且數目不斷增加，而我們亦是廣泛機構投資者研究對象，顯示本集團的競爭優勢及企業前景獲得投資者肯定，證明本集團優厚的發展潛力。



Note: The share price of ANTA Sports on 10 July 2007 was based on the offer price of HK\$5.28.

註：安踏體育二零零七年七月十日以招股價\$5.28港元計。

The Group has been listed on The Stock Exchange of Hong Kong since 10 July 2007. As at 31 December 2007, the stock price of the Group has increased by 105% as compared with the offer price of HK\$5.28, while the aggregate market value was approximately HK\$26.9 billion, representing an increase of approximately HK\$13.8 billion as compared with the value based on the offer price.

本集團自二零零七年七月十日於香港交易所上市。截至二零零七年十二月三十一日，本集團股價較招股價5.28港元上漲105%，總市值大約為270億港元，比上市時增加大約138億港元。



# Investors Relations Report

## 投資者關係報告 Continued 續...

### Prospects

Looking forward to 2008, the Group will sustain quality investor relations, communicate with investors, strive for better information disclosure and enhance the timeliness and quality of information delivery in such a way as to let the public acquire the latest news of the Group and the industry information under a fairly, accurately and timely manner. Riding on the Group's mission of "Keep moving", we will grasp every opportunity to maintain close relationship with investors so as to maintain high quality investor relations proactively and in a professional manner.

### FURTHER INFORMATION

#### Shareholding Structure and Shareholders

As of 31 December 2007, we had 2,490,000,000 shares in issue of which approximately 27.71% was held by the public. The following table shows the distribution of ownership according to our register of members and the participant shareholding report generated from the Central Clearing and Settlement System as at 31 December 2007:

Category	類別	Number of shareholders 股東數量	Number of shares 持股數量	% of total issued share capital 佔已發行股份比例
<b>Public investors</b> (other than our founders and strategic investor)	<b>公眾投資者</b> (創辦人及戰略投資者除外)	6,126 <sup>(1)</sup>	645,586,000	25.93%
<b>Founders</b>	<b>創辦人</b>			
Anta International Group Holdings Limited	安踏國際集團控股有限公司	1	1,498,500,000	60.18%
Anda Holdings International Limited	安達控股國際有限公司	1	126,000,000	7.05%
Anda Investments Capital Limited	安達投資資本有限公司	1	175,500,000	5.06%
<b>Strategic Investor</b>	<b>戰略投資者</b>			
Grahamstowe Investment Limited <sup>(2)</sup>	Grahamstowe Investment Limited <sup>(2)</sup>	1	44,414,000	1.78%
<b>Total</b>	<b>合計</b>	<b>6,130</b>	<b>2,490,000,000</b>	<b>100.00%</b>

Note (1): Non-registered shareholders were not included

Note (2): wholly owned by Mr. Leslie Lee Alexander, the owner of the Houston Rockets of NBA

### 展望

展望二零零八年，本集團將持續與投資各界人士溝通，致力提高訊息披露的質素，增強信息傳遞的及時性及質量，讓公眾在公平、準確及適時情況下獲得本集團及行業的最新情況。本集團繼續以「永不止步」的理念，把握每個與投資者維持良好關係的機會，以積極及專業態度維持高質量的投資者關係。

### 其他資料

#### 股權結構及股東基礎

截至2007年12月31日止，本行共發行股份2,490,000,000股，其中公眾持股量約佔27.71%。根據股東名冊和中央結算及交收系統於2007年12月31日編纂的參與者股權報告，本集團的股東分佈情況如下：

附註(1)：未有計算不寄名股東

附註(2)：由Mr. Leslie Lee Alexander, NBA 侯斯頓火箭隊班主全資擁有



# Investors Relations Report

## 投資者關係報告 Continued 續...

### Information for Investors

#### Share Information

Listing Day:	10 July 2007
Board lot size:	1,000 shares
Market Capitalization:	HK\$26,991,600,000 (As at 31 December 2007)
Numbers of shares in outstanding:	2,490,000,000 shares (As at 31 December 2007)

#### Stock Codes

The Stock Exchange of Hong Kong	2020
Reuters	2020.HK
Bloomberg	2020HK

#### Financial Calendar

2007 Interim Results Announcement:	12 September 2007
2007 Annual Results Announcement:	12 March 2008
Book closing date:	16 April 2008 to 21 April 2008 (both days inclusive)

#### Annual General Meeting:

	21 April 2008
Payment date of 2007 final dividend:	After 28 April 2008
2008 Interim Results Announcement:	August 2008
Date of financial year:	31 December

#### Dividends in 2007

interim dividend	not recommended
final dividend	HK8 cents

#### IR Contact

##### If you have any inquiries, please contact:

IR Department	
ANTA Sports Products Limited	
Unit 4408, 44th Floor,	
183 Queen's Road Central,	
HONG KONG	
Telephone:	(852) 2116 1660
Fax:	(852) 2116 1590
E-mail:	ir@anta.com
IR website:	www.ir.anta.com.hk
Brand website:	www.anta.com.cn

### 投資者資料

#### 股份資料

上市日期	二零零七年七月十日
每手買賣股數	1,000股
市值	港幣26,991,600,000元 (截止二零零七年十二月三十一日)
已發行股份數目	2,490,000,000股 (截止二零零七年十二月三十一日)

#### 股份代號

香港聯交所	2020
路透社	2020.HK
彭博	2020HK

#### 財務日誌

二零零七中期業績公佈	二零零七年九月十二日
二零零七年度末業績公佈	二零零八年三月十二日
股份截止過戶日期	二零零八年四月十六日至四月二十一日 (包括首尾兩日)

#### 股東周年大會

	二零零八年四月二十一日
派發二零零七年度末期股息日期	二零零八年四月二十八日或之後
二零零八年度中期業績公佈	二零零八年八月份
財政年度結算日	十二月三十一日

#### 二零零七年股息

中期股息	不建議派發
末期股息	港幣8分

#### 投資者關係聯絡

##### 如有查詢，請聯繫：

香港	
皇后大道中183號	
中遠大廈44樓4408室	
安踏體育用品有限公司	
投資者關係部	
電話：	(852) 2116 1660
傳真：	(852) 2116 1590
電郵：	ir@anta.com
投資者關係網站：	www.ir.anta.com.hk
品牌網站：	www.anta.com.cn

