



## Corporate Profile

As one of the leading branded sportswear enterprises in China, ANTA Sports primarily designs, develops, manufactures and markets sportswear, including sports footwear, apparel and accessory. The Group has established extensive distribution network and nationwide retail outlets in China under the management of the distributors. The Group stresses the brand equity and is committed to build the brand awareness through all sorts of media, sponsorship for top-tier professional China sports leagues and endorsement of elite athletes, and other various marketing activities. ANTA trademark has been named as one of the 'China's Well Known Trademarks' by the Trademark Office of the State Administration for Industry and Commerce of China. Its footwear has been led in composed index on market shares for six consecutive years in China. Moreover, the Group cooperates with international sportswear brands on expansion and management of its retail operations channels.

## 企業簡介

安踏體育為中國領先的品牌運動服飾企業之一，主要從事設計、開發、製造和行銷安踏體育品牌運動服、運動鞋及配件。本集團透過分銷商管理旗下遍佈全國的零售店鋪，已在中國建立廣泛的分銷網絡。本集團注重品牌價值，並透過不同媒體廣告、中國頂級體育聯賽及優秀運動員的贊助，配合其他營銷策略建立安踏體育產品的知名度。安踏商標被中國國家工商行政管理總局商標局評為「中國馳名商標」之一，運動鞋市場佔有率綜合指數更連續六年在中國榮列第一。同時，本集團與國際體育用品品牌合作，發展零售業務渠道拓展及管理。

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