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李寧有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2331)

CHANGES IN DIRECTOR, CHIEF FINANCIAL OFFICER AND COMPANY SECRETARY

The Board of Directors (the "Board") of Li Ning Company Limited (the "Company") announces the changes in director, chief financial officer and company secretary of the Company below:

RESIGNATION OF EXECUTIVE DIRECTOR AND CHIEF FINANCIAL OFFICER

Mr. Chong Yik Kay ("Mr. Chong") has resigned as an executive director and the chief financial officer of the Company with effect from 1 November 2012 due to pursuit of his other career development. Mr. Chong confirmed that he has no disagreement with the Board and there is nothing relating to his resignation that needs to be brought to the attention of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") or the shareholders of the Company. Mr. Chong will remain with the Company as an advisor. The Company has been in discussions with potential candidates for the new chief financial officer. During the transition period, an advisor with over 20 years of operations experience, including serving as the chief financial officer of a multinational company in China, will help to lead the finance function of the Company.

The Board would like to express its gratitude to Mr. Chong for the contributions he has made to the development of the Company during his tenure of service.

CHANGE IN COMPANY SECRETARY

Ms. Lee Hung ("Ms. Lee") has resigned as the company secretary of the Company with effect from 15 October 2012. Ms. Lee confirmed that she has no disagreement with the Board and there is nothing relating to her resignation that needs to be brought to the attention of the Stock Exchange or the shareholders of the Company. Ms. Lee will remain with the Company as an advisor.

The Board also announces that Ms. Yim Wai Yin, Lisa ("Ms. Yim") has been appointed as the company secretary of the Company with effect from 15 October 2012. Ms. Yim has over 20 years of company secretarial experience and is a fellow member of The Institute of Chartered Secretaries and Administrators and The Hong Kong Institute of Chartered Secretaries.

The Board would like to express its gratitude to the contributions of Ms. Lee to the Company during her tenure of service and to welcome Ms. Yim on her appointment.

By order of the Board Li Ning Company Limited Li Ning Executive Chairman

Hong Kong, 11 October 2012

As at the date of this announcement, the executive directors of the Company are Mr. Li Ning, Mr. Jin-Goon Kim, Mr. Zhang Zhi Yong and Mr. Chong Yik Kay. The non-executive directors are Mr. Chu Wah Hui, Mr. James Chun-Hsien Wei and Mr. Chen Yue, Scott. The independent non-executive directors are Mr. Koo Fook Sun, Louis, Ms. Wang Ya Fei, Mr. Chan Chung Bun, Bunny and Mr. Su Jing Shyh, Samuel.