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ANTA Sports Products Limited

安踏體育用品有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2020)

OPERATIONAL UPDATE FOR THE THIRD QUARTER OF 2017 AND COMPLETION OF FORMATION OF JOINT VENTURE

This announcement is published on a voluntary basis by the board of directors (the “**Board**”) of ANTA Sports Products Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to provide an operational update on the business of the Group, and reference is made to the announcement of the Company dated 22 February 2017 (the “**Announcement**”). Unless otherwise defined in this announcement, or the context otherwise requires, capitalised terms and expressions used in this announcement have the respective meanings given to them in the Announcement.

Retail Sales Performance for the Third Quarter of 2017 for ANTA brand

The retail sales (in terms of the retail value) of ANTA branded products for the third quarter of 2017 increased by mid teens when compared to the same period of 2016.

Retail Sales Performance for the Third Quarter of 2017 for non-ANTA brands

The retail sales (in terms of the retail value) of non-ANTA branded products for the third quarter of 2017 increased by 40-50% when compared to the same period of 2016.

Completion of Formation of Joint Venture

The Board is pleased to announce that the conditions contained in the JV Agreement have been satisfied (or waived as applicable) and the JV Agreement has completed pursuant to which ANKO has contributed US\$40 million in cash to the JV Company. The Kolon Parties have also entered into, among others, the IP Transfer Agreement and the IP License Agreement to transfer the Kolon Sport IP to the JV Group and grant, among others, an exclusive licensing right to the JV Group to use the Trademarks in the Territories. The Kolon Sport IP and licensing of Trademark, together with other assets injected by the Kolon Parties to the JV Group, are valued at US\$40 million. ANKO and the Kolon Parties' interest in the JV Company is 50% and 50%, respectively. The JV Group principally operates and engages in the business of marketing, sale and distributing of certain categories of products bearing the Kolon Sport IP and Trademarks in the PRC, Hong Kong, Macau and Taiwan on an exclusive basis. For details of the joint venture, please refer to the Announcement.

The retail sales performance data do not constitute, represent or indicate the full picture of the Group's revenue or financial performance directly. This announcement is based on the Board's preliminary review of the draft unaudited operational data of the Group and the information currently available to the Board, and it is not based on any figures and information which have been audited or reviewed by the Group's auditors. The information contained in this announcement may be subject to change and adjustment. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the Company's securities.

By Order of the Board
ANTA Sports Products Limited
Ding Shizhong
Chairman

Hong Kong, 20 October 2017

As at the date of this announcement, the executive directors are Mr. Ding Shizhong, Mr. Ding Shijia, Mr. Lai Shixian, Mr. Wang Wenmo, Mr. Wu Yonghua and Mr. Zheng Jie; and the independent non-executive directors are Mr. Yeung Chi Tat, Mr. Lu Hong Te and Mr. Dai Zhongchuan.