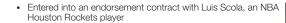
Highlights of the Year 12007年大事記

ASTING Lim

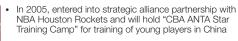
INTERNA

Entered into an endorsement contract with Steve Francis, an NBA Houston Rockets player

與NBA休斯頓火箭隊球員Steve Francis簽署代言人

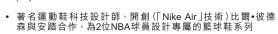


• 與NBA休斯頓火箭隊球員Luis Scola簽署代言人合約



與NBA休斯頓火箭隊簽署合同,達成戰略聯盟合作關係,並將舉辦「CBA安踏星鋭訓練營」,培訓中國 有潛力的年輕球員

- · Bill Peterson (renowned sports footwear technological designer who invented 'Nike Air' technology) collaborated with ANTA to design a series of basketball shoes designated for 2 NBA





- · Listed on the Main Board of Hong Kong Stock Exchange
- 在香港聯交所主板上市





- Commencement of retail business for international branded sportswear products
- 開始國際品牌體育用品零售業務
- From 2001 to 2006, ANTA footwear has been led in "Composite Index on Market Shares for Six Consecutive Years in China", rated by the China General Chamber of Commerce and the China National Commerce Information Centre
- 自二零零一年至二零零六年,獲中國商業聯合會及中華全國 商業資訊中心頒發「中國運動鞋市場綜合佔有率連續六年第 一」
- Commencement of apparel production facilities
- 自有服裝生產基地投產



- Integrated communication plan was inaugurated
- 展開奧運整合傳播計劃



 Chinese Basketball Association of 2007-2008 began, "CBA Stars Track Scheme" and "The First CBA ANTA Equipment Design Competition" was launched

和「安踏全國排球錦標賽」

• 2007-2008賽季CBA開賽,展開「CBA星航線計劃」和「首屆CBA安踏裝備設計 大賽」







於一、四、七、十和十二月舉行訂貨會

