



**The Official Opening of LI-NING Flagship Store  
Tues 21 July 2009, 1.00pm  
ION Orchard, #B2-20**

**Speech by  
Mr Zhang Zhi Yong  
Chief Executive Officer  
LI-NING Company Limited**

Good Afternoon, Mr Lee Yi Shyan, Minister of State, Ministry of Trade and Industry & Ministry of Manpower, President, Singapore Badminton Association, valued partners and associates, media friends, ladies and gentlemen.

I'm very delighted to be in Singapore today to welcome you to our first LI-NING flagship store in Southeast Asia, located in this amazing new iconic shopping mall, ION Orchard.

Today's celebration marks a milestone for our sportswear company as we embark on our strategic approach to get closer to the sports fans in Asia. At the new LI-NING flagship store, consumers in Singapore and the region, can aspire to take their sports game to the next level by owning the best apparel and equipment that help world badminton champions achieve their best sporting performances.

As a global sports brand, we are constantly pushing the boundaries in our product development by offering a dynamic blend of sports fashion and technology, infused with a distinctive oriental flavour. No other sports label reflects such a unique brand philosophy of sports integration, design innovation, oriental wisdom and modern technology.

I have been asked today why we have decided to open a flagship store in Singapore, when the economic climate for businesses has been challenging for the past six months.

We do see many companies retrenching staff and cutting down expenses, yet at LI-NING, we believe in identifying opportunities during challenging times. From the macro environment, we envisage that the current crisis is only depicting short-term fluctuations, and we have full confidence in the future development of the whole industry. We want to make breakthroughs despite of the downturn because we truly uphold to our brand tagline that "Anything is Possible",

We have already proven the possibilities of a China sporting brand becoming international across the world. This is evident through with our strategic partnerships with National Basketball Association (NBA), Association of Tennis Professionals (ATP), Spanish Olympic Committee, Spain National Basketball Association, Swedish Olympic Committee, Argentina Basketball Association and United States Table Tennis Association.



In China, we are the top sports brand sponsoring five of China's sports associations - Badminton, Table-Tennis, Gymnastics, Shooting and Diving.

Our success on the world stage is also distinctive with our impressive stable of elite athlete endorsements through two-time Russian Pole-vault Olympics gold medallist Elena Isinbayeva, tennis sportsman Ivan Ljubicic and basketball stars Shaquille O'Neal, Jose Calderon & Baron Davis.

Today, we would also like to take the opportunity to reaffirm our commitment towards Singapore sports and acknowledge our partnership with the Singapore Badminton Association.

Mr Lee Yi Shyan, thank you for gracing our store opening together with your national team players. I'm confident that our collaboration marks a host of possibilities and synergy for the growth of badminton in Singapore. Besides kitting the national team with apparel and equipment, we are delighted be presenting two tournaments – LI-NING Singapore International Series and LI-NING Singapore Youth International - for the next three years.

I know that we also have Singapore celebrities who have taken time off to be a part of our celebrations and I would like to sincerely thank them for adding a touch of glamour and class to our store opening.

To our business associates, channel partners and media friends, I also want to thank you for joining us today and we look forward to your continued support of LI-NING.

I wish everyone a nice day and a good experience shopping at our flagship store.

Thank you!