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PEAK SPORT PRODUCTS CO., LIMITED

匹克體育用品有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1968)

RECENT OPERATIONAL UPDATE ON BUSINESS IN CHINA

This announcement is made on a voluntary basis by the board of directors (the “Board”) of Peak Sport Products Co., Limited (the “Company”, together with its subsidiaries, the “Group”).

The Board would like to announce the following operational update on the Group’s business in China:

Same store sales for the second quarter of 2015

The same store sales, in terms of revenue at retail level, for certain retail outlets of the Group for the second quarter ended 30 June 2015 recorded a **mid single-digit growth** when compared to that for the same quarter in 2014. Our focus on professional sportswear helps us achieve better sell-through, and therefore, a healthy inventory level.

Retail outlets at the end of the second quarter of 2015

As at 30 June 2015, the total number of authorized retail outlets of the Group in China amounted to 6,011 (31 December 2014: 6,004). All these retail outlets are owned and managed by independent distributors or retail outlet operators.

The Company's shareholders and potential investors should note that the above announcement is made based on unaudited operational data of the Group and this data has not been audited or reviewed by the Company's auditors.

The Company's shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Peak Sport Products Co., Limited
Xu Jingnan
Chairman

Hong Kong, 13 August 2015

As at the date of this announcement, the Board comprises three executive directors, namely Mr Xu Jingnan, Mr Xu Zhihua and Mr Xu Zhida; one non-executive director, namely Ms Wu Tigao; and three independent non-executive directors, namely Dr Xiang Bing, Mr Wang Mingquan and Mr Feng Lisheng.