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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)

SALES FAIR RESULTS FOR THE THIRD QUARTER OF 2016

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 Group held its sales fair for the third quarter of 2016 in December 2015. The total amount of sales fair orders for the third quarter of 2016 at wholesale prices recorded a **low-teens growth** when compared to that of the same quarter in 2015. By category, basketball and running footwear products were still the best sellers thanks to rising demand for professional sportswear.

Set out below is an analysis of the order growth by value and growth in average selling prices at wholesale level (“ASP”) by major product categories of the Group for the sales fair for the third quarter of 2016 when compared to those for the same quarter in 2015:

Product category	Footwear	Apparel
Order growth by value (%)	Mid-teens	Low-teens
ASP growth (%)	Mid single-digit	Flat

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, 5 January 2016

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