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)

POSITIVE PROFIT ALERT

This announcement is made by ANTA Sports Products Limited (the "**Company**" and together with its subsidiaries, collectively the "**Group**") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the information which includes, but without limitation to, the unaudited consolidated management accounts of the Group for the six months ended 30 June 2019 (the "**1H2019**") and other information of the Group currently available to the Board, the Group is expected to record an increase of not less than 50% in its profit from operations (on a consolidated basis) and an increase of not less than 25% in its profit attributable to equity shareholders of the Company (on a consolidated basis, after taking into account the share of loss in a joint venture) for the 1H2019 as compared to that for the six months ended 30 June 2018 (the "**1H2018**") (the unaudited profit from operations for the 1H2018 amounted to approximately RMB 2.689 billion and the unaudited profit attributable to equity shareholders of the Company for the 1H2018 amounted to approximately RMB 1.945 billion). The expected increase in the profit attributable to equity shareholders of the Company is mainly attributable to, including but not limited to, the following reasons:

1. the continued strong growth recorded in the sales of ANTA branded and other branded products which has resulted in more than 35% increase in revenue (on a consolidated basis) as compared to the 1H2018; and

2. the increase in operating profit margin as compared to the 1H2018, which was mainly due to:
   (a) the increased contribution from retail operations which generally generate a relatively higher gross profit margin than wholesale operations;
   (b) the early receipt of the government grants by the Group; and
   (c) the relatively stable operating expenses ratio as a percentage of revenue.

The Company is still in the process of finalising its interim results for the 1H2019. The Board would like to point out that this announcement and the above-mentioned figures (except the figures for the unaudited profit from operations and the unaudited profit attributable to the equity shareholders of the Company for the 1H2018) are only based on the Company's preliminary evaluation of the available unaudited financial information of the Group and are not based on any financial figures or information that have been audited or reviewed by the Company's auditor. Further adjustments and finalisation in the Group's 2019 interim financial results may be required. Detailed financial information and performance of the Group for the 1H2019 will be disclosed in the Company's interim results announcement for the 1H2019 which is expected to be published on 26 August 2019.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.

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

Hong Kong, 22 July 2019

As at the date of this announcement, the executive directors of the Company are Mr. Ding Shizhong, Mr. Ding Shijia, Mr. Lai Shixian, Mr. Wu Yonghua and Mr. Zheng Jie; the non-executive director of the Company is Mr. Wang Wenmo; and the independent non-executive directors of the Company are Mr. Yiu Kin Wah Stephen, Mr. Mei Ming Zhi and Mr. Dai Zhongchuan.