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 currently available to the Board which includes, but without limitation to, the unaudited consolidated management accounts of the Group for the three months ended 31 March 2021, internal operating data up to 31 May 2021 and other relevant information of the Group:

1. On a consolidated basis, as compared to the six months ended 30 June 2020 ("**2020 Interim**"), profit from operations for the six months ended 30 June 2021 ("**2021 Interim**") is expected to record an increase of not less than 55% (2020 Interim: approximately RMB3.60 billion);

2. On a consolidated basis, <u>before</u> taking into account the share of loss of a joint venture, as compared to 2020 Interim, profit attributable to equity shareholders of the Company for 2021 Interim is expected to record an increase of not less than 65% (2020 Interim: approximately RMB2.38 billion); and

3. On a consolidated basis, <u>after</u> taking into account the share of loss of a joint venture, as compared to 2020 Interim, profit attributable to equity shareholders of the Company for 2021 Interim is expected to record an increase of not less than 110% (2020 Interim: approximately RMB1.66 billion).

The expected increase in the profit from operations and the profit attributable to equity shareholders of the Company for 2021 Interim is mainly attributable to (including but not limited to) the following reasons:

1. Expected growth in overall revenue

   In 2020 Interim, sales of the Group was affected by the 2019 novel coronavirus ("**COVID-19**") pandemic. In 2021 Interim, as the impact of the pandemic to the retail market in Mainland China was largely reduced, revenue of ANTA brand, FILA brand and other brands recorded a strong rebound as compared to 2020 Interim, which resulted in the expected overall revenue of the Group (on a consolidated basis) growing not less than 50% as compared to 2020 Interim.

2. The expected increase in profit from operations as compared to 2020 Interim is mainly attributable to (including but not limited to) the following reasons:

   (a) Retail business of all the Group's brands have been offering less retail discount as compared to 2020 Interim, which is expected to further increase the overall gross profit margin of the Group; and

   (b) Retail business of FILA brand and other brands are expanding relatively faster, resulting in better operating efficiency.

3. Expected decrease in share of loss of a joint venture as compared to 2020 Interim.

The Board would like to point out that this announcement and the above-mentioned figures (other than the figures quoted from the Company's *Interim Report 2020* published on 4 September 2020) are only based on the Company's preliminary evaluation of the available unaudited financial information of the Group and other information currently available to the Board which have not been audited nor reviewed by the Company's auditor. The financial results of the Group for the 2021 Interim will only be ascertained after all the relevant results and accounting treatments have been finalised. Detailed financial information and performance of the Group for the 2021 Interim will be disclosed in the Company's interim results announcement which is expected to be published in late August 2021.

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, 17 June 2021

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. Dai Zhongchuan, Mr. Yiu Kin Wah Stephen and Mr. Lai Hin Wing Henry Stephen.