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China Sports Industry Report, 2009

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Abstracts

China's sports industry is of great potential with expected market capacity being RMB 2 trillion. The year of 2009 saw the robust investment in Chinese sports industry by foreign enterprises, which lavished US$572.26 million covering 34 projects. Over the past 9 years, additional investment projects have increased by 127% in terms of number, while the total investment value has grown 12.5 times. Compare with the year of 2008, another 6 new projects were approved in 2009 with an increase of 21% year-on-year; while in terms of total foreign investment value, US$331.45 million is added, registering a 138% YoY rise.

To fuel the development of sports industry, the Proposals on Accelerating the Development of Sports Industry is scheduled to be unveiled in the short term. Leading enterprises in this field including Lining, China Sports Industry and Toread will turn a new page for their dynamic development in the wake of the favorable policy.

According to the chart, the years between 2004 and 2009 witnessed a sustained growth in the performance of Li Ning Company Limited, with an average compound growth rate of 34.9%. After a string of acquisitions, Li Ning still boasts the best-selling brands, contributing to 92% of its total sales revenue. In 2009, the sales revenue of Li Ning registered an increase of 21% year-on-year, while its retail outlets increased by 16% to 7,249 in terms of number.

The report highlights the development of China's sports industry, market evolutions, the latest advances in sports industry and key enterprises in this field. In addition, it also probes into the future development and market opportunities of sports industry in China.

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Contents

1. OVERVIEW OF SPORTS INDUSTRY WORLDWIDE

1.1 Rapid Development of Sports Industry Worldwide
1.2 Business Mode of Sports Industry

2. STATUS QUO OF CHINA SPORTS INDUSTRY

2.1 Urbanization Boosts Sports Industry
2.2 Huge Demands for Sports Industry Service
2.3 Economic Restructuring of China Provides Favorable Opportunity for Sports Development
2.4 Improved Resident Income Pushes Sports Development
2.5 Problems in Sports Industry

3. OUTLOOK OF CHINA'S SPORTS INDUSTRY

3.1 Substantive Growth Potential
3.2 Policy Expectation
3.3 High-speed Development in the Wind

4. KEY ENTERPRISES

4.1 China Sports Industry Group
4.2 HL Corp.
4.3 Toread
4.4 Li Ning
4.5 ERKE
4.6 Anta
4.7 PEAK Sports

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Selected Charts

SELECTED CHARTS

Growth Rates of China's Total Fixed Assets Investment and Total Retail Sales of Consumer Goods
Population Percentage of Various Sports Consumption Items, China
Per Capital Consumption Value in Various Sports Consumption Items, China
Consumption of Rural and Urban Residents in Sports, China
Income of Urban and Rural Residents, 2009
Household Income and Living Consumption of Rural Residents
Per Capita Expenditure in Education, Culture, Sports, Entertainment Yearly of Urban Residents
Proportion of Different Ways for Watching Sports Games in the Previous Year
Number of Newly-Approved Leading Sports Projects with Foreign Investment and Investment Scale Over the Years
Property Right Control Relationship of China Sports Industry Group
Primary Business of China Sports Industry Group by Industry vs. by Product, 2009
Operating Performance of HL Corp., 2008-2009
China's Consumption Capacity of Outdoor Goods Accelerated to be Released
Operation Data of Toread, 2007-2009
Primary Business of Toread by Region, 2009
Coverage of Toread's Outlets in China
Sales Revenue of Li Ning Group, 2004-2009
Gross Profit Margin of Li Ning Group & Li Ning Brand, 2005-2009 H1
Sales Value of Brands Under Li Ning Group,2009
Sales Revenue of Li Ning Brand by Region, 2009
Revenue of Li Ning Brand by Region, China, 2009 H1
Sales Revenue Ratio of Erke by Category , 2008Q3-2009Q3
Sales Volume of Erke by Category, 2008Q3-2009Q3
Operation Data of Erke, 2008Q3-2009Q3
Network Distribution of Anta's Outlets Nationwide, 2009
Total Marketing Area of Anta, 2006-2009
Number of Anta's Outlets, 2006-2009
Turnover of Anta, 2005-2009
Operating Profit of Anta, 2005-2009
Turnover of Anta by Region, 2008-2009
Turnover of Anta by Category, 2008-2009
Turnover of Peak Sports by Category, 2008-2009

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Turnover of Peak Sports by Region, 2008-2009
Outlet Number of Peak Sports in 2009

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