

Company Study of ANTA Sports Products Limited, 2012

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Abstracts

ANTA Sports Products Limited was established in 1994, with the headquarters in Jinjiang, Fujian province. As one of the leading branded sportswear enterprises in China, ANTA Sports Products Limited primarily designs, develops, manufactures and markets sportswear, including sports footwear, apparel and accessories. The Group has established extensive distribution network with a leading presence in 2nd and 3rd tier cities in China under the management of regional distributors. The Group places great emphasis on branding by integrating sports resources and sponsorship, advertising and promotional activities and consistent store image to enhance brand and product differentiation. For the past 10 years, its footwear has been enjoying a leading position in China composed index on market shares. Anta is the cooperative partner of IOC during 2009-2012.

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