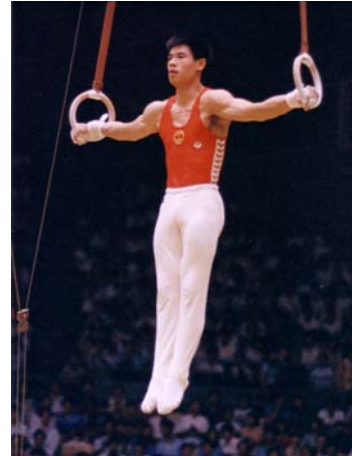


The 2008 Distinguished Executive Award of IACMR

Mr. LI Ning

Founder, Chairman, and an Executive Director of Li Ning Company Limited

(<http://www.lining.com/>)



Brief Biography: Li Ning is a world renowned gymnast, who stole the scene at the 1984 Los Angeles Olympics, winning three golds, two silvers and a bronze. In doing so he emerged as the face of a positive, new Chinese image, shedding China's athletic isolationism after about three decades of boycotting the Olympics. During his 19-year athletic career, Li earned 106 medals, and China's sporting reputation grew. Following his 1989 retirement, Li continued to represent a newer, more confident nation when he started a Li Ning Company with the goal of becoming the PRC.'s first national sporting goods brand.

Mr. Li Ning lives up to the spirit of the Olympics all through his life. It is with great pride that the IACMR 2008 Awards Committee selected Mr. Li Ning as the recipient of the 2008 IACMR Distinguished Executive Award, with the conference theme of "The Olympic Spirit in Chinese Management Research".

Below describes how Mr. Li Ning meets each of the four criteria for this award.

1. A leader who has devoted much of his career to the practice of management and is widely recognized for strong leadership with positive firm performance.

Since retiring from athletic competition in 1989 and founding Li Ning Company Limited in 1990, Mr. Li has taken primarily responsibility for the Li Ning Group's overall corporate strategies, planning and business development. Under his leadership, the company has thrived and expanded.

Headquartered in Beijing, Li Ning is the leading sporting goods industry in China. With its core brand Li Ning and expanding strategy, the company's goal is to become

one of the world's leading sporting goods brands.

Li Ning is perceived by Chinese consumers as a down-to-earth, value-for-money brand, with the likes of Nike and Adidas being regarded as premium designer labels. Li Ning has multiple brands: "Li Ning", "AIGLE" (a joint venture with the French company), co-brands with Shaquille O'Neill and ATP, and sub-brand "Z-do". With "Anything is possible" as its slogan, Li Ning is the representative of Chinese professional sports brands. Li Ning Company has already established comprehensive distribution and retail networks in the Chinese market. Distributors operate Li Ning franchise stores under the supervision of the company. By 2003 it was the most successful home-grown sporting goods enterprise in China with 600,000 stores-within-stores and over 2,000 sales outlets in 90 percent of mainland cities. Li Ning now has over 4,000 retail outlets, either franchised or directly managed.

Along with its foundation, Li Ning Company has been the promoter and advocator of Olympic Games and Chinese sports development. Li Ning was the first domestic sporting goods company to sponsor the Chinese sports Delegation for both the Asia Games and the Olympic Games. Since 1992, Li Ning has provided award ceremony clothing for the Chinese Olympic delegation for four consecutive Olympic Games, which ended the history of Chinese sportsman and woman using foreign sports apparel at Olympic Games. At the 2000 Sydney Olympic Games, Li Ning's "dragon clothing," featuring a flying dragon and "butterfly shoes", inspired by nature, received many compliments and won the "Best Award Ceremony Uniform" award. Li Ning strives to be a brand of excellent quality and a responsible corporate citizen, constantly making valued contributions to society.

2. A leader who has high social responsibility as shown by providing a positive work environment for employees, producing high quality products and services for customers, and taking concrete actions reflecting concern for the society's social and natural environments.

Li Ning Company's core values are Athleticism, Integrity, Professionalism, Passion, Breakthroughs, and Trust. These values can be seen in action through Li Ning's support of China's Olympic team, and Mr. Li's own continued involvement in supporting and encouraging athletics. From 1993 to 2000, Mr. Li served as a member of the Men's Artistic Gymnastics Technical Committee of the Federation Internationale De Gymnastique, of which he is currently an honorary member.

Moreover, every year, Li Ning donates money to the western area of China to support local education, such as the founding of Li Ning Hope Primary School and training of countryside school teachers. Li Ning has promoted the 8848 plan to help newly graduated college students to adapt into society. Further, Li Ning also advocates the protection of health, social rights and career development of women employees. Li Ning also provides its employees with an exemplary work environment with

programs such as tailored employee education plans to encourage employees to support social-benefiting programs. Employees can not only appreciate, but also participate in a company with great social responsibility.

In addition, Mr. Li set up the China Athletic Foundation (Hong Kong), contributing more than HK\$100 Million as a seed grant to the Foundation. This Foundation is dedicated to the retraining of retired athletes, the training of athletic teachers in the poor regions of China. The Foundation has conducted many training courses, invited leading athletes around the world and Olympic medalists as lecturers. It has built many primary schools, providing teaching facilities and training teachers in poorest regions in China.

Another project is the “Happy Fast Train”. Once a year, he organized a caravan of cars to poorest districts to provide medical treatment of thousands of people in country villages. This project cured the eyesight of thousands.

3. A leader who values learning, seeks self-improvement, and encourages employee and organizational development.

Mr. Li holds a bachelor's degree in law from School of Law of Peking University, an executive M.B.A. degree from Guanghua School of Management of Peking University and a technical honorary doctorate from Loughborough University in the United Kingdom.

As mentioned above, Li Ning company offers opportunities for employee betterment through education programs and through the support and protection of woman’s rights and development in the workplace.

He has dedicated the past 18 years to expanding and promoting the Group's business, as well as developing the PRC's sports goods industry. Mr. Li is constantly pushing his company toward higher goals, from originally pursuing a vision of becoming the first national sporting goods brand and developing the industry in China to now aiming for a place among global sporting goods leaders.

4. A leader who serves as a role model for other leaders in his or her industry and who has a significant influence on other leaders within the Chinese context.

Li Ning’s generosity and support of education, rights, well-being, and the finer points of athletic competition like integrity, teamwork, and effort make the company an exemplar for other leaders in the industry. Mr. Li and Li Ning Company have earned many awards for their contributions to Chinese industry and society.

- China Top Brand, awarded by China Top Brand Strategy Promotion Committee

- Recognized by China Lifeline Express Fund for Li Ning's generous dedication
- China Red Cross Medal, awarded by Red Cross Society of China
- Special Award in the Chinese Enterprise Social Responsibility Investigation, by CCTV, Private Economy Research Institute of Beijing University and Global Entrepreneur
- Best Enterprise Public Image, awarded by institutional jurors including the Enterprise Research Institute under the Development Research Center of the State Council and China Credit Research Center of Beijing University
- 2006 CCTV Best Employer Award
- Most Respected Enterprise in China, awarded by the Management Case Studies Research Center of Beijing University and Economic Observer successively in 2005 and 2006

Mr. Li's success has also encouraged a number of former and current Chinese sports stars to follow suit in setting up their own brands. Table tennis players such as Deng Yaping, Kong Linghui and Liu Guoliang are a few examples.