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China Sports International Ltd



China Sports International Ltd

(RE)



Annual
Report
2012

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ABOUT US

China Sports International Limited is mainly engaged in the design, manufacture and sale of sports fashion footwear and design and sale of sports fashion apparel and accessories under its own YELI (野力) brand. Our Group's products are designed for both functional use and casual use, catering to the lifestyle of its targeted consumer group aged between 13 to 30 years old. The products are mainly sold through distributors who have a retail network of more than 1,600 points of sale throughout first, second, third and fourth tier cities in the PRC.





(RE)

EVOLVED

WITH TIME

Adapting quickly with changing times, our Group has launched its e-commerce platform at <http://yeli.tmall.com> retailing YELI footwear to reach out to young adults who are increasingly doing their shopping over the Internet.

As the momentum for online shopping increases, China Sports will launch more products on its flagship e-store, including YELI apparel products.



(RE) EVOLVED WITH STYLE

Our Group has unrolled a new marketing strategy catering to young consumers aged 13 to 30 years, which forms the largest customer base in China Sports. Our target consumer is increasingly choosing casual fashion wear over sportswear. Moving quickly with emerging trends, our Group is now repositioning its range of YELI products by introducing casual fashion footwear and apparel to its market. We believe that through our strategic marketing, we can create a competitive advantage over other competing sportswear companies.



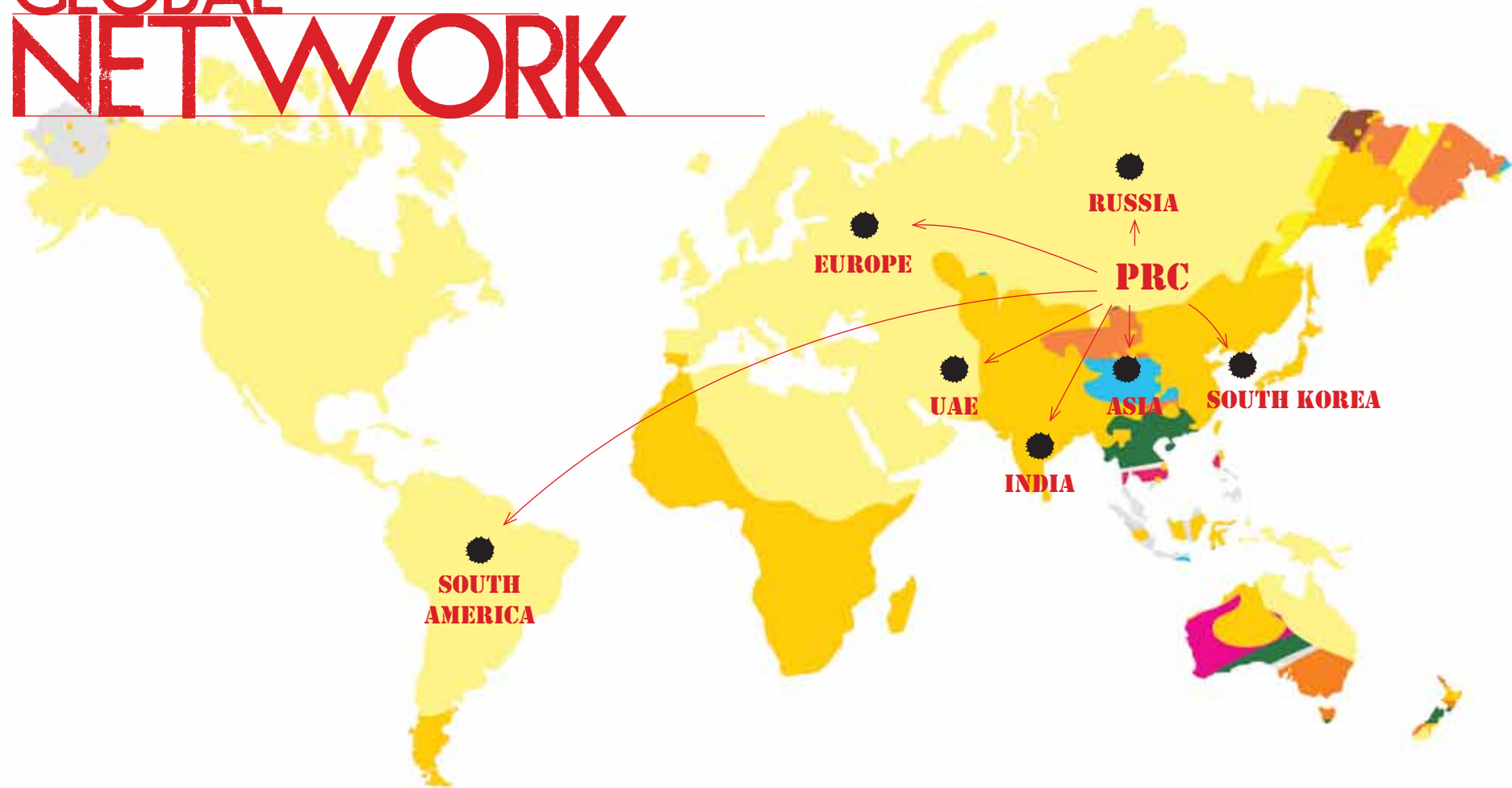
DISTRIBUTION NETWORK



Network in PRC

China Sports has approximately 20 distributors with more than 1,600 points of sale covering more than 20 provinces in the the PRC

GLOBAL NETWORK



We also produce footwear on an OEM basis for various brands and export to different countries around the world.





YES LIVE!

