



寶勝國際(控股)有限公司  
Pou Sheng International (Holdings) Limited

## **PRESS RELEASE**

### **Pou Sheng International Partners with Nike to Realize Nike's Retail Concept at Scale in China**

*Effective integration of membership, products and services to provide members with a seamless and consistent Pou Sheng x Nike experience*

*Hong Kong, China – January 13, 2022*

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Pou Sheng International ("Pou Sheng"), as a strategic partner, is pleased to announce that it has reached a new milestone in its strategic cooperation with Nike, to implement Nike's retail concept at scale in the China market. To meet increasingly diverse consumer demand, both companies will combine their unique advantages in retail operations and digital innovation to jointly bring Chinese consumers a more creative, convenient and personalized omni-channel retail experience.

Pou Sheng and Nike will connect their membership systems to promote the upgrade of Pou Sheng's digitally-enabled stores. In the future, when consumers shop in Pou Sheng-operated Nike stores in China, they will be able to unlock products, offers and experiences exclusive to members that are consistent with that available in Nike's directly operated stores.

Pou Sheng currently operates Nike stores in over 300 cities in China, serving approximately 150 million consumers every year. During 20 years of close collaboration, the two companies have always put consumers first, continuously upgrading service quality and the retail experience, encouraging more people to make sports a daily habit.

In the future, the two companies will continue to explore the boundaries of retail innovation, jointly creating premium Nike membership services through digital empowerment to reach a wider range of Chinese consumers that will enable them to enjoy Nike's premium services simultaneously no matter online or offline, through direct sales or wholesaler shopping networks.

**About Pou Sheng International (Holdings) Limited**

Pou Sheng (SEHK: 3813) is one of the largest integrated sportswear retail networks in the Greater China region, as well as a provider of event management and sports services. YYsports is the brand of the platform operated by Pou Sheng, which distributes sportswear and leisure lifestyle products for international sportswear brands.

For more earnings releases and other financial information of Pou Sheng, visit [www.pousheng.com](http://www.pousheng.com); or visit [www.yysports.com](http://www.yysports.com) for more information about YYsports.

**About NIKE, Inc.**

NIKE, Inc. (NYSE: NKE) is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Converse, a wholly-owned NIKE, Inc. subsidiary brand, designs, markets and distributes athletic lifestyle footwear, apparel and accessories.

For more earnings releases and other financial information of NIKE, Inc., visit [investors.nike.com](http://investors.nike.com); or visit [www.nikeinc.com.cn](http://www.nikeinc.com.cn) for more information about NIKE China.

<p><u>For investor enquiries</u> Olivia Wang Investor Relations Director Tel: 2370 5111 Email: <a href="mailto:olivia.wang@pousheng.com">olivia.wang@pousheng.com</a></p>	<p><u>For media enquiries</u> Matthew Schultz / Henry Chow Think Alliance Group Tel: 3481 1161 Email: <a href="mailto:matt.schultz@think-alliance.com">matt.schultz@think-alliance.com</a></p>
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