

CORE XTEP BRAND

Our signature running shoe "160X 2.0" has won awards from *Runner's World* and garnered top rankings among all running shoe brands at various marathons in China

160X RUNNING SERIES

Our "160X 2.0" professional carbon-fiber running shoe, with its top-level technology, has been widely recognized by the running community, particularly, all stocks were sold out promptly within one week since its launch in March 2021. The model garnered the 2021 Editors' Choice Award and Best Buy Award in Mainland China from *Runner's World*, one of the most influential running magazines in the world.



Xuzhou Marathon (April 11)



The champion of the Beijing Half Marathon (April 24)

Participants' wear rate of Xtep in 2021 Xiamen Marathon (April 10)
(Source: Joyrun)

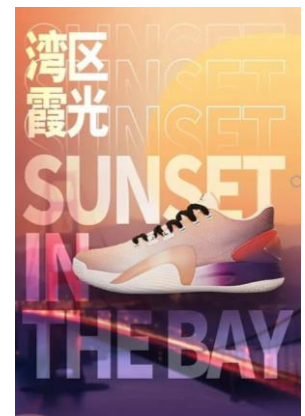


The "160X" professional series has ranked first among all running shoe brands in the World Platinum Label Race - Xiamen Marathon, with the wear rate of runners who finished the race within three hours leaping to over 50%. This marks the first time that the wear rate of a domestic brand running shoe has surpassed international brands. The shoes also enabled runners to achieve top speed records as well as win two national championships, namely, Xuzhou Marathon and Beijing Half Marathon held on April 11th and 24th, respectively.

Jeremy Lin's first signature basketball shoes – launch of new "XTEP JLIN ONE" design

CORE XTEP BRAND

Following the successful launch of Jeremy Lin's first signature basketball shoe back in October 2020, we have introduced two new designs with "Family. Friendship" and "Sunset in The Bay" as the featured combos. They have been available at designated Xtep stores and via our official WeChat mini program since April 2021. The "Family. Friendship" design, with white as the main color, is inspired by messages written on Jeremy's plastered leg by friends and relatives following his injury. For "Sunset in The Bay," we drew inspiration from the beautiful sunset in Palo Alto, California, which is where Jeremy lives.



BASKETBALL



CORE XTEP BRAND

9th generation store opens in Hohhot, Inner Mongolia in Mainland China to deliver exceptional customer experience

STORE OPENING



Hohhot, Inner Mongolia (300 sqm)



We continuously roll out our newly-revamped retail stores to deliver exceptional customer experience.

The opening of our latest 9th generation store in Hohhot, Inner Mongolia has successfully provided customers with a larger retail space and encouraged them to experience the breadth and depth of the core Xtep brand.

Echoing the "Earth Day" 2021 to launch a series of environmentally-friendly products integrated with fashionable elements

SAUCONY & PALLADIUM

Being a socially responsible company, we dedicate our efforts to protect the environment and create a sustainable future for the world. Echoing the "Earth Day" event, two of our brands, namely Saucony and Palladium, brought forth new environmentally-friendly products in April 2021.

Saucony launched its original design "Jazz Court RFG" shoes that are 100% made of natural materials. Featuring "Protecting Polar Bears' Home" as theme, a series of apparel products, made of organic cotton, were also introduced.



Saucony's "Protecting Polar Bears' Home" feature products



Saucony's Jazz Court RFG shoes made with 100% natural materials

L'ORIGINALE
PALLADIUM
DEPUIS 1947

Palladium's PAMPA Earth Collection

PAMPA ORGANIC METRO

PALLADIUM
ORGANIC COTTON RECYCLED RUBBER

Palladium's PAMPA Earth Collection employs 100% organic cotton and 100% recyclable PET material in support of protection of the environment.

SUSTAINABILITY PRODUCTS