

CORE XTEP BRAND

Riding on the widespread China chic trend, Xtep has expanded and deepened its collaboration with the Shaolin Temple to launch the new label "XDNA"

PREMIUM LABEL "XDNA"



Following the debut of the "Xtep x Shaolin" collection in October 2020, Xtep and Shaolin Temple further unveiled their first collaboration of new label "XDNA" on Tmall Super Brand Day on 15<sup>th</sup> May 2021. A large scale of fashion show was held in Shaolin Temple to showcase the new collections. Keeping Xtep's "X" element while integrating DNA genes from different cultures, the new label aims to promote China's chic trend with premium products representing elements of Chinese culture.



"XDNA" will position itself at the high end of trendy product lines which herald the start of the "New China chic" era of the Xtep brand. The cultural and spiritual elements have been making a strong resonance with customers who never go with the flow.



Continuous effort to promote athleisure wear via the launch of crossover collections in collaboration with Danish designer Camilla and China Aviation Industry Cultural Center

CORE XTEP BRAND



The Camilla collection includes the classic color combination, which employs black and white as the main colors, indicating the mysteries of the cosmos and the intrigue of what lies beyond. With simple but cutting-edge designs, as well as space-age elements, the collection aims to equip ladies with extremely cool and exotic futuristic vibes.

<<<

>>>

Xtep entered into a partnership with the China Aviation Industry Cultural Center to collaborate on China's aircraft carrier-based multi-role jet fighter, the J-15. Known as Flying Shark, the J-15 aircraft represents China speed, and the collection's launch will further mark the success of Chinese brands and accord honor to the national spirit.



CROSSOVER SERIES





MERRELL

CORE XTEP BRAND

9<sup>th</sup> generation store openings in Mainland China to deliver exceptional customer experience

STORE OPENINGS



Yuzhou, Henan Province (253 sqm)



Lüliang, Shanxi Province (360 sqm)



Honghe, Yunnan Province (518 sqm)

We intensified our efforts to usher in refurbishments of the retail stores, thereby providing customers with the vibrant spirit of moving forward with self confidence, perseverance and great faith. Following the launch of our latest 9<sup>th</sup> generation stores in Yuzhou, Henan, Lüliang, Shanxi and Honghe, Yunnan right before the "Labour Day Golden Week" festive in China, more customers are now able to get immersed in the breadth and depth of the core Xtep brand through the exceptional customer experience that we provide.

Saucony achieves new milestone with launch of its first 2nd generation store during 520 festival

SAUCONY



Grand Gateway 66, Shanghai (95 sqm)

During the Chinese "520" festival on 20<sup>th</sup> May 2021, Saucony's first 2nd generation image store in China opened at the prime shopping mall Grand Gateway 66, Shanghai. Its first day of opening was auspicious as it attracted number of runners who checked in as it featured a brand-new interior design and exhibition space for customers. The brand new store delivers the brand's pioneering spirit and treat each customer who loves running to the best experience.



STORE OPENING