

Xtep forges partnership with Hillhouse, to support growth of "K-Swiss" and "Palladium" brands and the development of the Group

We are pleased to announce that Xtep Global, the direct wholly-owned subsidiary of the Company owning the "K-SWISS" and "Palladium" brands, has formed a strategic partnership with Hillhouse Capital Management, of a US\$65 million strategic investment in both brands. With the support from Hillhouse, we are confident in our business strategy and the future development of the "K-SWISS" and "Palladium" brands, which is expected to create enormous growth potential in the future.



In addition, Hillhouse also entered into another Subscription Agreement with the Company in respect of convertible bonds issued by the Company at an aggregate principal amount of HK\$500 million.



Committed to innovations for all sport participants – launching the new "XTEP JLIN ONE" design and running shoes for night-runners

CORE XTEP BRAND



Along with the return of Jeremy Lin to the CBA, the XTEP JLIN ONE collection epitomizes the basketball spirit of "Nothing Stops Me". The Dragon Scale model draws inspiration from the ocean with an azure blue hue to show the agility and strength of the dragon. With advanced technology like its dynamic foam cushion and TPU materials, the Dragon Scale aims to instill in every basketball player greater confidence and willpower.

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The new running shoe is specially designed for those who love night running. It is equipped with a unique 3M reflective strip to increase visibility in dim lighting conditions, as well as the upgraded sole with the rebound rate exceeding 60%, to boost performance. The trendy design and seamless technology of the Neon Shoes are poised to propel runners faster.





## CORE XTEP BRAND

The 9th generation store opening in Nanjing, Jiangsu Province in Mainland China to deliver exceptional customer experience



Nanjing, Jiangsu Province (200 sqm)



We continuously expand the footprint of our latest 9th generation store to deliver a better and more interactive customer experience.

Powered by the breadth and depth of the core brand, the unveiled newly-revamped retail store in Nanjing, Jiangsu Province will encourage customers to realize their full potential with the courage to exceed limits with Xtep.

To reduce fashion industry pollution, Xtep provides its own solution showing the world how green transformation is imminent

## CORE XTEP BRAND



Echoing the increasing attention of our customers to environmental protection, especially those from Generation Z, Xtep launched an eco-friendly polylactic acid T-shirt. Garments made of polylactic acid fiber buried in a specific environment can be naturally degraded within one year. The way to replace plastic chemicals with polylactic acid fibers can reduce the harm to the environment.

>>> Products of the “Environmental Protection Family” – shoes, clothing and accessories – are made of organic cotton, Sorona, DuPont paper and other environmentally-friendly materials



As a socially responsible company, Xtep will steadfastly continue its efforts to fully integrate sustainability standards into the design, development, manufacturing, sales, marketing and brand management of sports products.