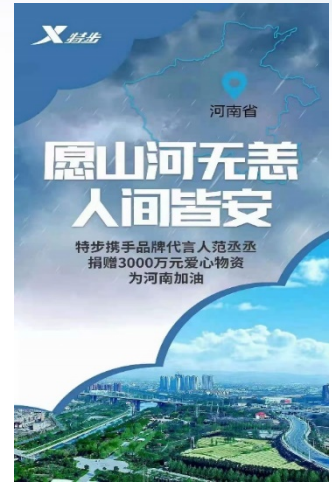


Xtep and its spokesperson Fan Chengcheng donated RMB30 million worth of relief supplies to support recovery efforts in Henan after devastating floods

As a socially responsible enterprise, Xtep is always committed to giving back to society. In the central part of China, Henan Province has experienced massive flooding due to record rainfall. Amid the difficult time for the nation, Xtep have reacted promptly, joining hands with our spokesperson Fan Chengcheng to donate shoes and clothing valued at RMB30 million to the Henan Rainstorm Emergency Rescue Channel through China Foundation for Poverty Alleviation, thus providing basic daily necessities to the people affected.



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Supplies are distributed to the afflicted by the Luoyang Workstation of the China Foundation for Poverty Alleviation

Xtep sports celebrities shine brilliantly at the Tokyo 2020 Olympics

CORE XTEP BRAND



Following a powerful start by the China Team, Xtep sports celebrities are ready to build positive momentum and set new standards of excellence.

Eight Chinese Athletic Team members who are also the sports spokespersons of Xtep will compete in five events, including both the women's and men's marathon, women's shot-put, men's 110m hurdles, and women's 20km walk.

Among this prominent lineup include Peng Jianhua, Yang Shaohui, and Dong Guojian who qualified for the men's marathon at the Tokyo 2020 Olympics by successfully competing at the Xiamen Marathon, during which they wore the Xtep "160X PRO". They are the testament to Chinese speed and are ready to raise national pride to another level.

The power of Chinese women will also be on full display, led by shot-putter Gong Lijiao who registered a world best result for this season, and marathon runners Yang Jiayu and Bai Li. We look forward to witnessing all the Chinese athletes demonstrating the strength of China at the Japan National Arena and bringing honor to the nation.



## CORE XTEP BRAND

Committed to providing runner with a superior running experience – Xtep launches new products for signature “300X” and “160X” running series

Xtep has launched the 300X 2.0, a marathon running shoe specially designed for runners who look for a stronger and more structural foot support. The 300X 2.0 incorporates a full-length carbon-fiber plate with advanced propulsion and excellent rebound properties. It also features a super Dynamic Foam elastic midsole and one-piece outsole to enhance support, allowing runners to easily manage different angles of foot impact and make breakthroughs in their top speed.



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Xtep constantly strives for breakthroughs. On the back of our award-winning “160X 2.0” running shoe, we are now launching the new design of “160X PRO” to deliver a more stable racing experience to dedicated runners. Its detailed design allows for greater support, energy propulsion and excellent rebound property, so that every step leads to a personal best.



Xtep believes in building a better world together – We continuously communicate with our customers and community through various events

## CORE XTEP BRAND



A temporary space museum was revealed in Shanghai, which allowed visitors to be transported across a sea of stars and explore the vastness of the universe, even in the heat of summer. To celebrate the event, we created a limited-edition T-shirt featuring the Xtep logo and distinctive astronaut design to pay respects to and support China's celestial dream.

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Xtep invited virtual idol and brand ambassador Yousa to organize a large-scale marketing event in Changsha, China. To present an immersive ACG experience, we invited cosplayers dressed as famous ACG characters to lead a parade in the event. With lively music and passionate dance performances, Xtep captured the dreams of the young generation and the spirit of adventure.

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