

Xtep Garnered Three Investor Relations and ESG Awards

AWARDS



Xtep garnered three prestigious IR and ESG awards including the “Best IR Company: Consumer Discretionary Sector” and “Best Annual Report (Mid-Cap)” at the IR Magazine Awards Greater China 2021, and the “Honorable Mention of ESG Excellence (Hang Seng Composite Index Constituent Companies)” at the Hong Kong Corporate Governance and ESG Excellence Awards 2021. These awards highlighted the Group’s outstanding achievements in IR and ESG.



Xtep Launched Xtep 100 SERIES for Adolescents to Engage in School Sports

CORE XTEP BRAND



Xtep launched Xtep 100 SERIES in December 2021 for adolescents to engage in a wide range of school physical activities such as running, jumping and ball games, etc. “Fei Ling”, as the first product under the Xtep 100 SERIES specially designed for track running, is equipped with TOPOS TECH and a nylon plate to improve stability and provide exceptional arch support and anti-sprain function. The use of X-DYNAMIC FOAM midsole also enhances shock absorption and increases rebound capability by 75%.

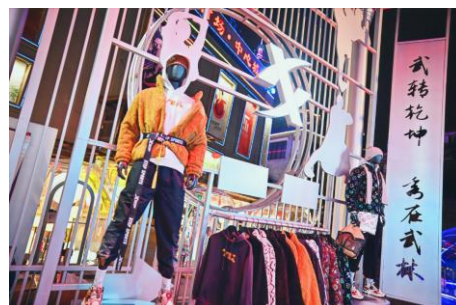


PRODUCT

XDNA Opened Pop-up Store in Dongmen, Shenzhen to Showcase the “Xtep X Shaolin” Collection



XDNA pop-up store was opened in Dongmen, Shenzhen, highlighting the popular “Xtep X Shaolin” collection that combines modern trends with traditional elements and conveys the passion for martial arts. The “Xtep X Shaolin” winter collection featured down jackets and hoodies in various colors and sizes.





RUNNING CLUBS

CORE XTEP BRAND Two Xtep Running Clubs Opened in Kunming, Yunnan Province and Hefei, Anhui Province



Two Xtep Running Clubs ("XRC") were officially opened in Green Lake, Kunming, Yunnan Province and Dashu Mountain National Forest Park, Hefei, Anhui Province in December 2021. The Kunming XRC is our first XRC in Yunnan Province.

<<< Hefei XRC

Advocating a healthy lifestyle, both XRCs offer one-stop services including running consultation, running group support, mobile charging and shower facilities. As of 31 December, there were 30 XRCs in Mainland China with over one million Xtep runners club members.

Kunming XRC >>>



Saucony Sponsored 2021 BMW Hood to Coast Hainan China Relay

SAUCONY

Saucony, the Gold Sponsor of the BMW Hood to Coast Hainan China Relay, invited 50 teams consisting of well-known champion runners to join the competition on 11 December 2021 in a new race track in Hainan Province.

As a valued partner of all runners, brand-new customized team costumes which incorporated iconic representation of Hainan were designed for the relay to allow runners to enjoy Hainan's enchanting scenery during the race.



MARKETING

PALLADIUM PALLADIUM X DESTINY Collaboration Boot Connected Virtual Reality to the Real World



Palladium partnered with Destiny to incorporate its boots in the video game in celebration of the 30th anniversary of Bungie, Destiny's game developer. Inspired by the character Titan, the design of the boots roots from warriors and armors.

The collection featuring Destiny's distinctive logo was created with high quality first layer cowhide leather to prepare Destiny fanatics for the cold winter. PALLADIUM X DESTINY exclusive boot collection was officially launched on POIZON App on 9 December 2021, marking another important step forward in expanding product scope of the brand.

