



## AWARDS

Mr. Ding Shui Po, Chairman and CEO of Xtep Group, was Honored with the "2021 Top 10 Economic Personages of China"



Mr. Ding Shui Po, Chairman and CEO of Xtep Group, was named one of the "2021 Top 10 Economic Personages of China", organized by Economic Media Association of China and co-organized by Sina Finance, Yicai and Channel Wu on 11<sup>th</sup> January. Dubbed "the Oscar" of the financial sector in China, the "Top 10 Economic Personages of China" list is highly credible since its establishment in 2015.

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Mr. Ding, who pioneered Xtep's dual-track business development of "sports + entertainment", has earned this honor with his exceptional leadership and his endeavor in promoting the running culture in China.



## 160X Collection Garnered Four Prestigious Awards from Runner's World

## CORE XTEP BRAND

Featured in the world renowned magazine *Runner's World*, the Xtep 160X PRO running shoes were included in "The Annual Recommendation" list while the Xtep 160X 2.0 was highlighted as "Editor's Choice" and in the "Hot List". The Xtep 300X 2.0 also received "The Best Debut" honor.

With a global circulation stretching 55 years, *Runner's World* is widely recognized by runners around the world. Every year, it evaluates over 100 running shoes models and participates in the judging and selection process of numerous awards.



160X PRO



160X 2.0



300X 2.0

## BRANDING

## Xtep Basketball Reinforced the New "X-Power" Team



On 2<sup>nd</sup> January, Xtep Basketball announced the signing of CBA Beijing Ducks player Li Muhao. In addition, Xtep signed five more players, including Wang Yixiong, Li Weihao, Liu Yi, Feng Xin and Yang Ali to bolster the "X-Power" team. The new players will inject fresh blood into the team as they set sail on a new PLAYIN BIG journey.

The "X-Power" team embodies the fearlessness, enthusiasm, individualism and authenticity of the new generation. As the team's sponsor, Xtep will continue to look for young players who align with its brand image. Xtep will also continue to invest in youth basketball development in the future.



SAUCONY

Saucony Organized Running Event in Xiamen with Special Edition Sportswear

MARKETING



On 22<sup>nd</sup> January, Saucony joined hands with Keep App and the Xiamen Running Group to host a running event in Gulangyu, Xiamen. Runners who successfully completed the event had a chance to receive a special set of Saucony's running shoes and outfits.

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The newly launched "Endorphin Speed Xiamen Edition", with design concept originating from the landmark buildings of Gulangyu, Xiamen, was included in the gift sets for the running event.



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The sponsored gift sets also came with the special edition running vests. Made of unique material, these vests were perforated with tiny holes for ventilation and are incredibly soft to keep the wearer dry and comfortable.

K-Swiss Opened its First Store in Harbin and Launched Tmall Flagship Store

K-SWISS



K-Swiss has kicked off its presence and brand awareness in Mainland China since January 2022.

On 11<sup>th</sup> January, K-Swiss officially commenced its e-commerce operations with the opening of its Tmall flagship store.

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On 25<sup>th</sup> January, K-Swiss celebrated the grand opening of its first physical store located in Harbin, Heilongjiang province in Mainland China.



NETWORK

PALLADIUM

Palladium Launched Limited Edition "PALLABROUSSE 75" to Celebrate Its 75th Anniversary

PRODUCTS

PALLADIUM unveiled the limited edition "PALLABROUSSE 75" in celebration of its 75th anniversary. PALLADIUM upgraded the original PALLABROUSSE using higher-quality canvas fabrics and added an embroidered pattern of the "75 YEARS OF EXPLORATION" exclusive tag. Echoing the founded year, only 1,947 pairs of this special collection were available for sale in Mainland China. The shoes were packaged with one "1947 Hoodie" and an exclusive dust bag in a box. The limited-edition box sets were exclusively launched on DeWu App at 9:47 on 9<sup>th</sup> January and were sold out within hours.

