

CSR

Xtep Donated Cash and Pandemic Protection Supplies to Quanzhou and Jilin



During the sudden COVID-19 outbreak in Quanzhou, Xtep Group showed its care for its hometown by donating RMB10 million worth of cash and pandemic protection supplies on 18 March to support those frontline healthcare workers in Quanzhou.

Meanwhile, in light of the severe pandemic outbreak in Jilin Province, Xtep Group provided emergency assistance and donated winter wear and supplies worth RMB10 million to the province through China Volunteer Service Federation and China Volunteer Service Foundation on 24 March.



Xtep Achieved Record-Breaking Revenue in its 2021 Annual Results

Xtep announced its 2021 annual results on 16 March, with a record-breaking revenue of RMB10,013 million, representing an increase of 22.5%. Operating profit surged 52.1% to RMB1,396 million and profit attributable to ordinary equity holders of the Company soared by 77.1% to RMB908 million.

While the core Xtep brand will continue to fuel the Group's growth in the coming years, the Group will progressively deliver its long-term goal by remaining agile in product innovation and actively promoting the Xtep Running Clubs in Mainland China to strengthen its running ecosystem. Supported by its multi-brand strategy which caters to the diversified needs of customers from the mass market to professional segments, its solid and robust "5th Five-Year Plan" will lead the Group on the right track for enduring growth in the long term.



2021 RESULTS

Core Xtep Brand

Xtep Launched NFT collection "160X-Metaverse" and 160X Series Running Shoe "160X 3.0"



Xtep held an online press conference, entitled Cloud Breathing "The Taste of Running" for its 7th Xtep 321 Running Festival and new product launch on 20 March. The Group unveiled the new generation of running shoes "160X 3.0", under its 160X Series, which have been widely acclaimed as the "running shoes of champions".

Xtep also introduced the first NFT collection "160X-Metaverse", and became the first domestic sportswear brand in China to have created the metaverse experience for runners. The products were sold out within 70 minutes of their debut.





Core Xtep Brand

Xtep Unveiled New Campus Sports Shoes Under the "Xtep 100" Series

PRODUCTS

With dedicated efforts in the research on adolescent's campus sports scenarios, Xtep unveiled new campus sports shoes under the "Xtep 100" Series on 20 March. Apart from "Fei Ling", the first product under the Series specially designed for 1-km run, shoes for rope skipping, long jumping, and cross training as well as a series of training apparel and accessories were launched to empower adolescents to engage in school sports.



Saucony Launched KINVARA 13

Saucony



Saucony launched KINVARA 13, the lightest product of the KINVARA Series in history and an innovation that pushes the limits of performance.

The tongue, accessories and the heel of KINVARA 13 are optimized to make it even lighter and the FORMFIT 3D system was employed to conform to the contours of feet. The FORMFIT midsole and PWRRUN+ upper sole work well to facilitate balancing and enable a lightweight yet comfortable running experience to users.

Saucony Organized Running Events in Shenzhen and Hangzhou and Launched New Limited Edition Products



Saucony's tour, "Running in Each City" was held in Shenzhen and Hangzhou on 2 February and 26 March, respectively. The runners in the Shenzhen event dressed in the new VIZIGOLD running gear and gathered at the Saucony Coastal City store in Shenzhen to illustrate their own running stories.

To pay tribute to the Hangzhou event, new products featuring the CAMPFIRE color were launched to ignite the evocative charm unique to Hangzhou and inspire runners to explore greater future possibilities.

