

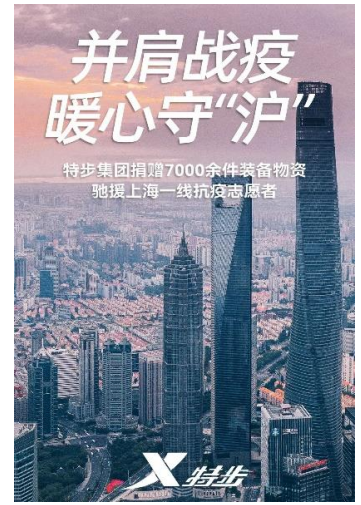


CSR

Xtep donated over 7,000 items to fully support Shanghai's anti-pandemic endeavors

Xtep donated over 7,000 items including quick-dry clothes and pants, waterproof clothing, lightweight clothing and functional sports shoes in an urgent manner to Shanghai Public Service Foundation for Volunteers and Shanghai Volunteer Association, with the aim of supporting frontline pandemic prevention helpers to combat the severe COVID-19 situation in Shanghai.

Xtep Group will continue to closely monitor the development of the pandemic and will address the challenges together with all sectors of the society timely.



XDNA's environmentally friendly denim theme set off new denim trend

CORE XTEP BRAND



The XTEP-XDNA Shaolin crossover denim series was officially launched. The brand's jackets and pants incorporated the Shaolin rune print in conjunction with a blue colour palette and retained the loose long robe-like cutting, subtly revealing "China Chic" elements in denim style.

The new products employed ECOINDIGO® environmentally friendly materials, which substantially reduced the use of chemical agents during the dyeing and finishing processes, yet provided a soft texture to the versatile materials via adoption of a low-carbon method, enabling the convenience of switching between daily life and sports.

PRODUCTS

XDNA launched Nirvana Temple and Robotic Monk series to create "parallel universe"

XDNA rolled out two series, namely Nirvana Temple and Robotic Monk, to bring a dramatic convergence of classic and modern styles. The Nirvana Temple series featured ancient elements, such as tangent circles in architecture and the collision of Chinese characters "时" and "寺", which symbolized the 1,500-year-old temples.

In contrast, the Robotic Monk series adopted sharp black, yellow and purple to establish a vibe of smart technology with a titanium imprint, which illustrated Xtep's logo. Besides, XTEP-ECP biodegradable materials made from plants were employed, as a fitting tribute to the Shaolin spirit of "inheritance".





Core Xtep Brand

Xtep released F.L.A.S.H 3.0 basketball shoes featuring comfort and feather-like lightness

PRODUCT



Xtep released F.L.A.S.H 3.0 basketball shoes featuring comfort and lightness on 21 April. The lightweight midsole and glazed mesh upper provided a light feather-like sensation, and enabled the feet to breathe and feel refreshed. While not sacrificing its excellent performance, the shoe in size 42 weighs just 370 grams. Made of Xtep built-in rebound technology, the forefoot offered both comfort and cushioning. The glass fiber midfoot ensured stability, and the TPU heel wrap served as protection for the foot.

Strategic collaboration between Xtep Kids x China Space Museum for the Million Youth Questions About Sky Project

Core Xtep Brand

On 23 April, Xtep Kids and China Space Museum jointly launched the aerospace science public welfare event – “Million Youth Questions About Sky Project” where Xtep Kids was officially named a “Strategic Partner of the China Space Museum”, enabling young people to acquire aerospace knowledge. Gao Fenglin from the TV documentary Great Craftsman; Qian Yonggang, the son of Qian Xuesen, the father of China’s aerospace industry, and Wu Jie, one of the first astronauts in China, attended the event.



XTEP KIDS



As a highly trusted national brand among young consumers, Xtep Kids has been promoting the spirit of “Teenagers in a Big Country”. This strategic collaboration was expected to further drive young people's passion and interest in the exploration of aerospace science. Aerospace-themed activities were also organized at Xtep Kids stores for youngsters to gain aerospace knowledge through trying on spacesuits and building aerospace models.

Saucony

Saucony launched the WHITEVIZI series with its four star running shoes

PRODUCTS

Saucony launched the WHITEVIZI series, which injected robotic elements to its four star running shoes including Endorphin Speed 2, Endorphin Pro 2, Kinvara 13 and Triumph 19.

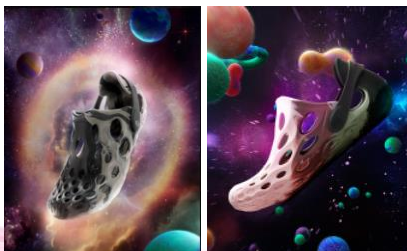
These functional running shoes were versatile and comfortable for competition and daily training. In white tone, the shoes could match different styles, marrying high performance and fashion.



Endorphin Speed 2

Merrell launched a new generation of HydroMoc Bloom shoe

Merrell



Merrell launched a new generation of HydroMoc Bloom shoes, with interstellar colors as the central design theme. Featuring an antibacterial ultra-light midsole, each pair of shoes also incorporated 10% BLOOM™ algae biomass, hence reduced the use of petroleum in traditional footwear foam, and echoed the environmental protection philosophy of Merrell.