

Xtep International added to MSCI China Index



Xtep International was included in the China Index of the world-leading index compiling company MSCI, effective after trading closes on 31 May 2022.

The MSCI China Index series consist of country indexes, composite indexes, domestic and foreign indexes, mainly targeting at international and domestic investors in the China market, including QDII and QFII licensee institutions.

Xtep published the 2021 ESG Report

On 16 May 2022, Xtep released its 2021 environmental, social and governance (“ESG”) report, and announced its 10-Year Sustainability Plan focusing on three key topics: supply chain management, environmental protection and social responsibilities.

In 2021, the Group’s overall supplier evaluation saw an increase in weighting of CSR standard from 10% to 20%. The Group also invested more than RMB3 million in replacing and upgrading its manufacturing equipment with more energy-efficient models. Its commitment to sustainability has gained widespread recognition from the investment community.



Please scan the QR code to access the full report.

CSR

Core Xtep Brand Xtep’s latest metaverse venture “Guosu No. 1” sparked customer craze

Building on the successful launch of its first digital collection in March, Xtep unveiled the “Guosu No. 1” digital collection on 22 May. Inspired by the universe and spaceships, together with the burning flame, it created a pair of cool armor-style metaverse shoes. Owners could access in-app AR display of the collection and explore Xtep’s virtual world.

The new product opened for pre-order registration on 22 May and nearly 50,000 were received in one day. For the first batch of buyers, Xtep also designed gift boxes that contained exclusive badges, T-shirts and 160X 3.0 marathon running shoes.



Core Xtep Brand Xtep × Monsters University series brought back youthful memories

Xtep launched a Monsters University-themed series with short-sleeved T-shirts and jelly shoes for couples. In a trendy and sleek style with soft colors, the new items offered soothing comfort to consumers. The T-shirts in exquisite craftsmanship and textured popular IP character prints expounded the aesthetics of the latest fashion style.

Core Xtep Brand The grand opening of Chongqing Xtep Running Club

Xtep celebrated the official grand opening of the Chongqing Dongyuan 1891 Running Club on 1 May with the establishment of the Xtep Runners Club (Chongqing Branch). The two Clubs will work together to create a "Runner's Home" in Chongqing, helping zest up public passion for sports and spread the power of running.



RUNNING CLUB

Core Xtep Brand Xtep "REACTIVE COIL PRO" presented top score for bouncy feel

With expertise in structural technology and material technology, Xtep combined REACTIVE COIL and X-DYNAMIC FOAM and came up with the "REACTIVE COIL PRO" running shoes. Adopting the X-shaped hollow nylon plate structure, plus the X-DYNAMIC FOAM double-layered midsole technology, the new series had cushioning and rebound resilience 33.9% and 32.3% higher. In particular, with the midsole X-DYNAMIC FOAM technology permitting more than 70% energy rebound, the running shoes boasted 62.7% less energy loss and lowered risk of injury.



PRODUCTS

Saucony Saucony launched "strawberry ice cream" colored Triumph 19

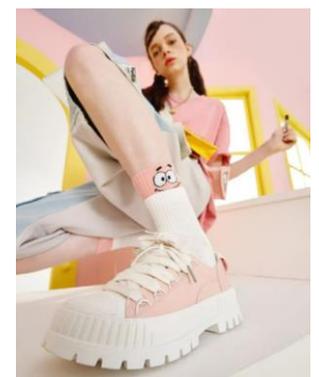


Saucony launched the new Triumph 19 in theme color of "strawberry ice cream". With pink MONO yarn uppers that were light and breathable, the new shoes offered runners comfortable running experience

Palladium Palladium x SpongeBob rolled out SquarePants collection

Palladium and SpongeBob SquarePants jointly launched a series of crossover products featuring energetic designs, making them the best gears for holiday outings.

The short-sleeved printed T-shirt of a unique splicing design came in lively colors, plus cute SpongeBob SquarePants patterns on the insoles and soles, full of childhood delight and fun.



PRODUCTS