



Xtep announced positive profit alert for the first half of 2022

On 13 July, Xtep issued a positive profit alert to disclose that the Group is expected to record a significant increase of not less than 35% in its consolidated profit attributable to ordinary equity holders of the Company for the first half of 2022 as compared with the corresponding period in 2021.

Such increase was primarily due to a not less than 35% growth in consolidated revenue for the period mainly attributable to remarkable sales fair orders resulting from encouraging retail performance of core Xtep brand and Xtep Kids' business driven by their breakthrough in product innovation, retail channels upgrade and greater brand awareness. Meanwhile, an impressive year-on-year revenue growth of over 100% for Saucony under the professional sports segment was also recorded owing to the strong retail sales particularly in its e-commerce business. The Group's interim results will be announced on 23 August 2022.

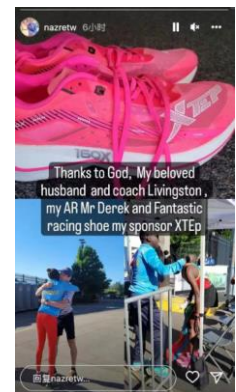
Nazret Weldu from Eritrea broke national record at WCH supported by Xtep 160X 2.0

Core Xtep Brand



The women's marathon final of the 2022 World Athletics Championships took place on 18 July, during which Nazret Weldu from Eritrea was wearing the 160X 2.0. Nazret finished in fourth place, achieving a record time of 2:20:29 and surpassing the Eritrean national record that she had previously set.

Making its debut in international competition, 160X 2.0 broke the record for running shoes from domestic brands at the World Athletics Championships. The entry to the international arena demonstrates the continuous improvement in the product advantages of Chinese sportswear brands, as well as marks a significant achievement of the Xtep in the running market.



PRODUCTS

Xtep Kids

Xtep Kids' first aerospace-themed store officially opened in Pu'er, Yunnan province

With the "Millions Youth Questions About Sky Project" initiated earlier, Xtep Kids' first aerospace-themed store was grandly opened on 16 July in Pu'er, Yunnan province. Occupying 1,800 square meters, the theme store provides an unparalleled experience to customers with an impressive design.

To enhance consumers' shopping experience, the theme store was designed as an aerospace museum including mini-game zone, coffee area, aerospace exhibition and spacecraft models display. The theme store has quickly become a popular landmark for online celebrities in Pu'er and even Kunming with its futuristic store design and a wide range of aerospace exhibits.



BRANDING

Xtep Kids

Xtep Kids unveiled Blazing Sun Scheme to support sports development of the youth



During 8-9 July 2022, Xtep Kids unveiled the “Blazing Sun Scheme” cum Sports Charity for teens in China, co-organized with People’s Daily and China Youth Development Foundation under the guidance of the China Athletics Association, at the Nakeli Hope Primary School, in Pu’er, Yunnan province.

With the aim of enhancing the sports literacy of teenagers in Mainland China and providing comprehensive support for the development of youth sports, the “Blazing Sun Scheme” will launch youth sportswear collections, and organize sports competitions, training courses and public welfare events.

SPONSORSHIP

Palladium cooperated with ZÉ by SANKUANZ to launch PAMPA low-top canvas shoes

Palladium



Palladium collaborated with ZÉ by SANKUANZ for the first time to launch the PAMPA canvas shoes. The crossover collection is designed in a low-top style paired with nostalgic uppers, presenting an urban casual yet retrospective feeling that balances the city and vintage vibes of PAMPA.

The design incorporates elements of PAMPA's signature military boots, plus the anti-slip rubber outsole to integrate modern fashion aesthetics and practical functionality, providing good wear resistance and flexibility.

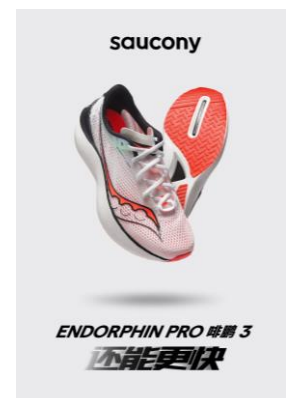
PRODUCTS

Saucony

Saucony flagship running shoe Endorphin Pro 3 officially launched

Saucony Endorphin Pro 3 was officially released with several optimized functions to let runners wishing to improve running speed at various stages experience superior comfort.

The Endorphin Pro 3 series is upgraded with large mesh ventilated upper and thicker PWRRUN PB foam sole. Combined with a full-length carbon fiber plate, the shoes provide runners with enhanced shock absorption and wider platform for more stability, hence unleashing the "going even faster" potential of runners.



PRODUCTS