



Core Xtep Brand

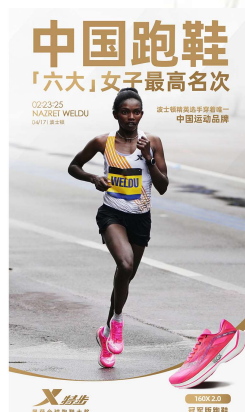


Xtep "160X" championship running shoes empowered athletes to excel in marathons in China



On 2nd April 2023, Yin Shunjin wore the Xtep "160X" championship running shoes and snatched the domestic champion in 2023 Xiamen Marathon in 02:12:42. The wear rates of Xtep running shoes worn by participants winning the domestic top 10 and finishing the marathon within three hours ranked top among all brands.

On 16th April 2023, the "160X" series also helped runners claim the top three in men's and women's marathon races in Wuhan, making the first time Chinese athletes and sports brand step on winner podium in Wuhan Marathon. On the same day, the "160X" series witnessed male runners to rank top three in Beijing Half Marathon and Brian Kwemoi Kirui to break the record of domestic half marathon.



Xtep "160X" championship running shoes shone in international marathons



On 2nd April 2023, Helah Kiprop, wearing the Xtep "160X" championship running shoes, won the Paris Marathon in 02:23:19. Xtep was the only Chinese brand worn by the top three winners of the men's and women's races in Paris Marathon.

In addition, on 17th April, the championship running shoes also assisted Nazret Weldu to win the 6th place in Boston Marathon, achieving the top ranking by Chinese running shoes worn by female runners in six Grand Slams. Xtep was the only Chinese sports brand worn by elite runners in the race.

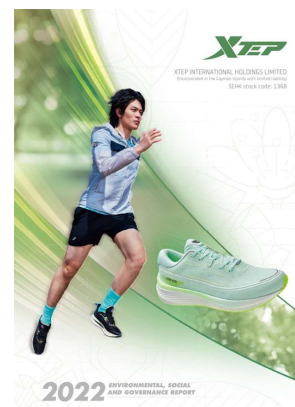
MARATHONS



Xtep published 2022 ESG Report

On 14th April 2023, Xtep published its 2022 environmental, social and governance ("ESG") report. Xtep has been widely recognized and commended for its implementation of "10-Year Sustainability Plan" and outstanding ESG performance.

During the year, the Group formulated climate plan and strategies towards carbon neutrality by 2050 and helped 35 apparel and footwear suppliers to establish certified laboratories. The first Mass Balance low-carbon eco-friendly running shoes "360-ECO" was also released, representing breakthroughs of the Group spanning from apparel to footwear and from raw materials of polylactic acid to palm oil. Nonetheless, Xtep continued to make contributions to the society by various philanthropic initiatives while promoting sports development and healthy lifestyle, making over RMB70 million worth of sportswear and cash donations to the community in 2022.



SUSTAINABILITY



Xtep Kids



Xtep Kids SS23 Collection Show interpreted the new trend in technological sports

On 2nd April, at the Shanghai Fashion Center, Xtep Kids appeared in the "Douyin new power of trendy children" SS23 Collection Show, with a theme of "Teenagers in a Big Country, The Future Here I Come".

Inspired by aerospace, the series features new functional fabrics and technologies, such as anti-UV50+ rebound fabric and heat-sealing technology, combining sports and fashion elements and making it comfortable with youthful vigor. The aerospace-themed apparel series is embedded with cooling technology for body comfort. The running shoes are made of the brand-new Cordura fabric for strong wear-resistance while the schoolbag with anti-gravity suspension spine protection can reduce stress on the spine.



PRODUCTS

K-Swiss spokesperson Zhang Zhizhen made history in China's men's tennis tournaments



K-Swiss



On 2nd May, K-Swiss spokesperson Zhang Zhizhen made history at the Madrid Open becoming the first Chinese ATP Masters 1000 quarter-finalist. He unveiled another new chapter in the men's tennis development history in China after placing among the Top 100 players last year.

Sharing what the tennis sport embraces – staying true to the heart and the best techniques, and perseverance and heritage, K-Swiss holds high respect for athletes' passion to tennis, their strong self-discipline, and their can-do spirit and courage to brave difficulties.

SPOKESPERSON

Saucony



Saucony's Endorphin Elite came in new "Martian Pink"

Saucony's Endorphin Elite flagship carbon plate marathon running shoes came in a new color – "Martian Pink". The series, which features the PWRRUN HG midsole made of PEBA material and a 40mm thick sole, boasts an energy return rate of 95% and superb cushioning performance. The fork carbon plate embedded in the superfoam midsole enhances the shoes' resilience, giving runners greater displacement flexibility. Its large mesh and high-strength hollowed-out upper perfectly wraps the feet and firmly locks the instep to provide all-round protection to runners.



PRODUCTS