



Xtep International Holdings Limited

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Xtep celebrated its 15 years of excellence since listing in Hong Kong



On 2nd June, Xtep celebrated its 15th listing anniversary in Hong Kong with business partners and friends from various sectors. Mr. Ding Shui Po, Chairman and CEO of Xtep, reflected on the company's development history, unveiled its strategic plans for the future, and expressed gratitude for guests' support and trust. In 15 years, Xtep grew to a multi-brand global enterprise worth over HK\$20 billion from HK\$8.9 billion market capitalization with revenue increasing tenfold, producing and selling 1.4 billion pieces of sportswear and equipment.

Xtep's strategic transformation and continuous innovation strengthened its brand and product advantages, leading to steady growth in sportswear market. Today, Xtep has an extensive global distribution network and a diverse brand portfolio, including the core Xtep brand, K-Swiss, Palladium, Saucony, and Merrell, with 8,000+ stores in Asia-Pacific, North America and EMEA. Xtep believes favorable national policies, a thriving market, and strong brand power will create broader development prospects, showcasing the strength of a Chinese brand to the world.

LISTING ANNIVERSARY

Xtep named by Euromonitor as "a leading Chinese brand in terms of the retail sales volume of running shoes in the world in 2022"



Core Xtep Brand

Xtep was recently named as "a leading Chinese brand in terms of the retail sales volume of running shoes in the world in 2022", in a statement by the authoritative global market research organization Euromonitor International. "In recent years, as a well-known Chinese sports brand with running shoes as the core product complemented by high frequency of marathon exposure, Xtep has given it a head start in the running shoes sector to win the hearts of consumers," said Euromonitor in the report. In 2022, Xtep surpassed international brands and ranked first in overall wear rate among the top 100 male athletes in Chinese marathons. As at 31st May, Xtep has empowered 55 Chinese athletes to win 260 marathon championships.



BRANDING



Xtep appointed Zhang Zhenlin as spokesperson of Xtep Basketball



On 5th May, Xtep announced the appointment of Chinese professional basketball player Zhang Zhenlin as spokesperson of Xtep Basketball. On 8th May, Zhang became the first Chinese player in the history of CBA Finals to achieve triple-double. Xtep will continue to stand side-by-side with athletes as they grow to help them explore infinite possibilities.

SPOKESPERSON



Saucony



Xtep Shanghai Operation Center officially in use and Saucony joined as the First Patron

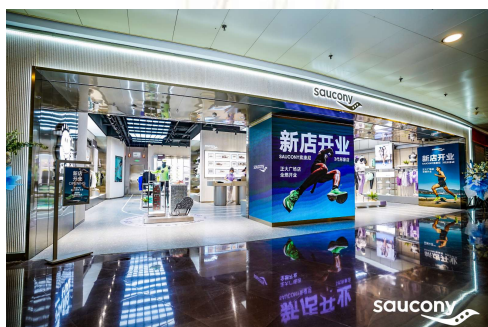
On 15th May, Xtep Shanghai Operation Center was officially in use and Saucony became the first brand under the Group to utilize the space. Together with Mr. Ding Shui Po, Chairman and CEO of Xtep, senior management team of Wolverine visited China for the first time in four years to witness the official opening of the Shanghai Operation Center.

The Xtep Shanghai Operation Center is located in Qibao Ecological Business District, where Xtep acquired a total of 57 commercial units in 2021, to implement its globalization strategy, enhance its brand awareness and attract more top-notch talents.



OPERATIONS

Saucony's store renewed and upgraded to the 3rd generation



Saucony's first 3rd generation image store opened at Shanghai Super Brand Mall. The upgraded store was designed to present to runners the all-scenario "One Saucony" ecosystem, giving them an integrated space to experience culture and life. The store also offers products for different settings and everyday wearing, and of retro designs to meet consumers' various preferences and needs, enabling wearers to deliver better athletic performance, while enjoying the thrill and fun of running.

STORE OPENING

Palladium



The "Palladium x Jeremy Lin" No. 7 capsule collection launched

The new Palladium No. 7 capsule collection carries the gene of the Palladium 70s retro basketball shoes. Inspired by the red and white colors of the team's home jersey, the upper of the shoe is made of top grain cow leather embellished with a shark skin texture. The Vibram rubber sole promises stronger wear resistance and anti-slip properties, plus the translucent crystal rubber and Lin's signature number '7' on the tongue and the serial number embroidered on its underside, altogether bringing out the collaborative nature and uniqueness of the limited-edition products. The TPU structure that holds around the heel area is designed to enhance stability and wearing comfort.



PRODUCTS