



Core Xtep Brand



Xtep "160X" helped Dong Guojian break domestic record of Xiamen Marathon



On 7th January, Xiamen Marathon, the first race with Elite Platinum Label in 2024, concluded with tremendous success. Dong Guojian wore "160X 5.0 PRO" championship running shoes to claim the domestic champion, breaking the Chinese men's record of Xiamen Marathon which has been held for sixteen years.

During the same event, Xtep successfully maintained its leading position in wear rate for four consecutive years, ranking first among all participants and sub-three-hour marathoners with a rate of 43.8% and 41.8% respectively.

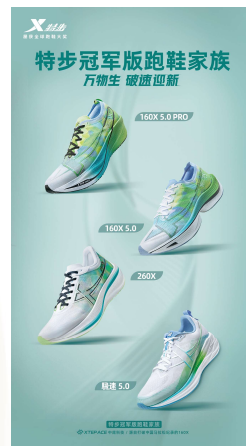
MARATHONS

Xtep unveiled "260X" and new "All Things are Born" colorway for championship running shoes



Xtep officially launched the "260X" multi-scenario, high-speed carbon fiber plate running shoe. The new series features the T400 full-length carbon fiber plate, improving propulsion and stability by 14.5% and 12.1% respectively. The widened forefoot and levelled arch effectively reduce the risk of injury. The new lightweight and resilient technology upper enhances breathability, ensuring a refreshing and dry feel for the feet.

At the beginning of the year, Xtep championship running shoe series "160X 5.0 PRO", "160X 5.0", "260X" and "Ultra Fast 5.0" introduced the new "All Things are Born" colorway. The shoes provide all-round assistance to runners, allowing them to fully enjoy the speed of running in the new year.



PRODUCTS

Xtep awarded "ESG Innovative Practice Case of Listed Companies in 2023" for supporting green marathons



At the "2023 ESG Exchange Conference", Xtep's green marathon project was awarded "ESG Innovative Practice Case of Listed Companies in 2023". Its recycled fibers T-shirts from plastic bottles made their debut at the 2023 Wuhan Marathon and became the official uniform for over 30,000 participants at the 2024 Xiamen Marathon. In addition, Xtep's sustainable and fashionable "Day and Night Runner" high-performance running suit and the first Mass Balance low-carbon eco-friendly "360-ECO" running shoe, consistently appear at domestic marathons, spreading the concept of "Green Running". Xtep will continue to adhere to a long-term perspective while constantly break technical barriers in R&D of environmentally friendly products.

SUSTAINABILITY



K-Swiss



K-Swiss spokesperson Zhang Zhizhen reached men's doubles semifinal at Australian Open



On 23rd January, K-Swiss spokesperson Zhang Zhizhen wearing "Ultrashot 3", successfully reached the men's doubles semifinal at the Australian Open 2024, becoming the first Chinese player to reach the semifinals of the men's doubles at any Grand Slam in the Open Era. He also demonstrated his competitiveness in the men's singles, marking history as the first Chinese male player to break into the Top 50 on the ATP rankings.

K-Swiss assisted Zhang Zhizhen in achieving excellence and personal breakthroughs in the sports arena. The "Australian Open" blue tie-dye outfit was made using a handmade tie-dye technique inherited from intangible heritage. Additionally, the "Ultrashot 3" tennis shoe employs a fully-encircled TPU film and wear-resistant rubber outsoles, providing stable support and strong traction in every shot.

SPOKESPERSON

Palladium and VIBRAM jointly launched "Shark Tooth" series



Palladium

Palladium and the famous Italian rubber brand VIBRAM jointly designed a special "Shark Tooth" sole that incorporates the patented "TRACTION LUG-Shark Tooth" technology to increase the contact area and enhances traction by 50% and 25% respectively. Utilizing an innovative manufacturing process based on fluid mechanics, the shoe outsole adopts a full-length longitudinal deep tread pattern that provides more comprehensive anti-slip protection. The TPU hot-melt adhesive film used in the upper not only helps maintain comfort and breathability, but also adapts to diverse scenarios. The heel employs a fast and convenient lace-up buckle design, adding a trendy touch to the shoe design.



PRODUCTS

Saucony



Saucony launched "SHADOW 6000RE" and new series of "CHILL TIME"

Saucony launched the "SHADOW 6000RE" classic retro series. The upgraded series not only reshapes the shoe design and lines, but also enhances stability while walking through adjustments made to the thickness of the midsole. Moreover, the use of split dual-density soles and higher TPU heel construction ensures a comfortable and elegant footwear experience.



In addition, Saucony introduced the Spring Festival themed "CHILL TIME" color matching shoes. The new color series seamlessly integrates the characteristics of the Spring Festival and auspicious animal culture, combining the sporting spirit of "Saucony Originals" to inject a richer fashion and sports style into the Chinese New Year.

PRODUCTS