



## Core Xtep Brand



## Xtep running shoe empowered Chinese marathon runners to qualify for the Paris Olympic Games and claim victories



On 25<sup>th</sup> February, in the Osaka Marathon, Wu Xiangdong became the first Chinese runner to cross the finish line with a time of 2:08:04, placing tenth in the event. He achieved the qualification for the Paris Olympic Games and set a new personal record. Dong Guojian finished with a time of 2:08:12, also setting a new personal best.

On 16<sup>th</sup> February, Ugandan runner Solomon Mutai wore the Xtep "160X 5.0" running shoes to claim victory at the Doha Marathon Championship with a time of 2:12:48. This achievement marked the first title in the Year of the Dragon for the championship running shoes.

## MARATHONS

## Xtep Kids sponsored Cross-Strait Public Athletic Open



Xtep Kids

On 27<sup>th</sup> January, the Cross-Strait Public Athletic Open, sponsored by Xtep Kids successfully concluded. Over 600 athletes nationwide gathered at the Haicang Sports Center Stadium in Xiamen to promote cross-strait sports and cultural exchanges.

The "Teenagers in a Big Country" Running Team won nine gold and one bronze medals wearing "Xtep 100 2.0 PRO" shoes. Recognized with the International Design Awards in January 2024, these shoes, feature a lightweight and durable bionic upper inspired by silkworm cocoons. The thin sole design reduces ground contact time, while the unique cleat pattern enhances grip on synthetic tracks. The ACE midsole incorporates the "X-PLATE" hybrid energy plate, providing excellent arch support and forefoot propulsion. Xtep Kids will continue supporting youth athletics in China's sports development.



## SPONSORSHIP

K-SWISS

## K-SWISS brand ambassador Zhang Zhizhen won the first ATP men's doubles championship



K-SWISS brand ambassador Zhang Zhizhen and his partner Tomas Machac achieved their first individual ATP Tour title, which also marked the first ATP men's doubles championship in the history of Mainland Chinese men's tennis. At the same time, Zhang Zhizhen made history by becoming the first Chinese men's tennis player to break into the top 100 in both the doubles and singles rankings.

## SPOKESPERSON



K-SWISS

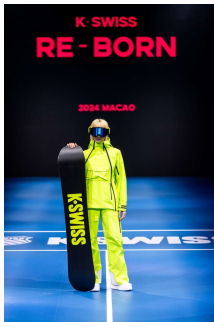
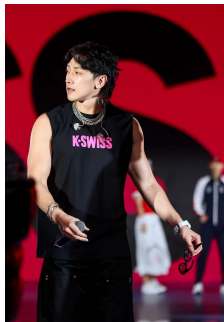


## K-SWISS held grand opening for new Macau flagship store and global product unveiling event



K-SWISS Macau flagship store was unveiled in the Venetian Macau's Grand Canal Shoppes. The new store boasts a fashion and luxurious atmosphere, characterized by a minimalist white color palette and transparent elements that enhance spaciousness. The new store offers a variety of SS24 collections, featuring exclusive limited edition shoes "K-SWISS x KARL LAGERFEL" and "K-SWISS x McLaren".

To celebrate the new store opening and showcase the latest products, K-SWISS held a grand opening and "RE BORN" global product unveiling event on 8<sup>th</sup> March. The store opening invited Mr. Ding Shui Po, Xtep Chairman and CEO, Korean superstar Rain, and other guests to join the ribbon-cutting ceremony. The subsequent global product unveiling event featured the manager of K-SWISS ACE Lifestyle Nicholas Tse, Hong Kong singer Kenny Kwan and Gin Lee, as well as the brand's Taiwan spokesperson, Amanda Chou. The event showcased the elite sporty "CLUB" series, professional tennis sportswear "COURT" series, and the global ski product line, redefining the concept of a high-end fashion athletic brand.



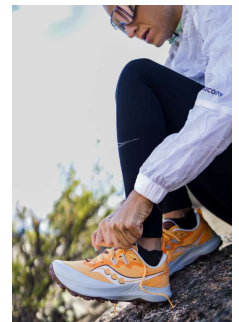
## BRANDING

### Saucony launched new "PEREGRINE 14" series



Saucony

Saucony launched the new "PEREGRINE 14" multi-functional professional trail running shoes. The series adopts advanced PWRRUN cushioning midsole technology, offering effective pressure-buffer for the feet, and ensuring enhanced comfort during outdoor exploration. In addition, the PWRTRAC rubber formula guarantees exceptional traction and stability across different terrains. Furthermore, the running shoes come in high-profile yellow-gray and orange-gray color schemes, creating the mood for conquering the mountains with their bold cross-country hues.



## PRODUCTS

Merrell



### Merrell unveiled the lightweight "MOAB SPEED 2 GTX"



Merrell introduced the new "MOAB SPEED 2 GTX" trail running shoes featuring advanced cushioning technology and stability design. The series enhances comfort during outdoor adventures and offers exceptional off-road performance for hiking enthusiasts. The "MOAB SPEED 2 GTX" boasts a TPU+ dense mesh hybrid upper that provides excellent breathability and a perfect fit. The insole is treated with NXT to effectively prevent odor, and the sole adopts an anti-slip serration design of the MTL trail running shoes, providing high grip and wear resistance. In addition, the FLEXPLATE delivers torsional rigidity and forefoot stability, comprehensively protecting the sole of the feet and achieving a seamless transition from the rear to the forefoot.

## PRODUCTS