



Xtep International Holdings Limited

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Newsletter



Xtep announced operational updates on business in Mainland China for the first quarter of 2024

On 18th April, Xtep announced its 2024 first quarter operational update. In the quarter, retail sales of the core Xtep brand saw a high-single-digit year-on-year growth, with retail discount between 25% to 30% off. For the three months ended 31st March 2024, retail channel inventory turnover was about 4 to 4.5 months.

Xtep will continue to strengthen its leadership in the global sportswear sector and keep innovating to meet the ever-changing needs of consumers. The Group will take on the challenges ahead with confidence and determination, and continue to achieve outstanding performance.

BUSINESS UPDATES

Xtep published 2023 ESG Report



In 2023, Xtep made progress towards its goals related to supply chain management, environmental protection, and social responsibilities as outlined in its "10-Year Sustainability Plan". Specifically, Xtep updated its Supplier Corporate Social Responsibility Management Manual in May 2023 which is now available in the corporate website. The core Xtep brand also conducted annual assessments on all major garment and finished goods suppliers, covering more than 90% of core Tier 1 suppliers. Moreover, 11 eco-conscious shoe products including flagship performance running shoes were developed during 2023. The Group also introduced carbon footprint labels for the first time on T-shirts made with 76% PLA. Xtep is committed to contributing to the society, donating over RMB77 million worth of sportswear and cash to various community programs during the year, including the "Love Sets Sail — Special Growth Program" through the China Next Generation Education Foundation.

ESG

Xtep Kids



Xtep Kids "Blazing Sun Scheme A+ Health Growth Classroom" in Changsha Hunan successfully concluded

On 13th April, Xtep Kids successfully concluded the "Blazing Sun Scheme A+ Health Growth Classroom" in Changsha, Hunan Province. Led by professional coaches, teenagers came together to learn about the characteristics of the new Xtep Kids "A+ Growth Sneaker". The coaches meticulously measured the foot shape of the teenagers and provided personalized guidance on selecting comfortable and wide-fitting shoes, demonstrating their attentive care for each child. Xtep Kids, as the expert in children's sports, will continue to offer comprehensive support for each child's growth journey.



BRANDING

Saucony



Saucony launched new "ENDORPHIN SPEED 4" series

Saucony launched the latest "ENDORPHIN SPEED 4," a versatile racing and training shoe. With specially designed engineered mesh, the series ensures the foot stays dry and breathable, while the EVA and TPU insole design effectively enhances energy rebound. The advanced PWRRUN PB midsole technology significantly improves over 90% of the rebound experience, and the winged nylon plate provides wearers with better propulsion and stability during faster sprints. The running shoe perfectly aligns with runners' instinctual pursuit of speed while satisfying their desire to conquer the unknown, ultimately instilling confidence and satisfaction.



PRODUCTS

Saucony launched "FOR HER" series jointly with brand's friend Maggie Q



索康尼品牌好友
Maggie Q

GUARD FOR HER

Saucony teams up with brand's friend Maggie Q to launch the "FOR HER" series, telling the story of "her" and showcasing the modern lifestyle attitude of women in the new era. The "FOR HER" series is specifically designed to meet women's athletic needs. From the customized shoe width to the selection of materials for the upper and the sole structure, the "GUARD FOR HER" design provides enhanced cushioning for women. Additionally, the lightweight and comfortable "KINVARA FOR HER" design caters to women's needs in various scenarios, including indoor or outdoor exercise and general commuting. This collection allows women to embrace a distinctive and splendid lifestyle.

BRANDING

K-SWISS



K-SWISS launched upgraded "TUBES PRO 2S" commuter running shoe

On 12th April, K-SWISS launched the "TUBES PRO 2S", its new and upgraded commuter running shoe suitable for wearing in various scenarios, such as commuting, jogging, and exercising. Crafted using seamless construction, the shoe boasts an upgraded texture, while its sole is 30% lighter compared to the previous version. The structure and material provide dual shock absorption, while the built-in ultra-soft foam delivers continuous energy feedback, resulting in a lighter and softer sensation for the foot.



TUBES PRO 2S

The running shoe not only provides excellent fit but also offers superior breathability, ensuring a long-lasting and refreshing wearing experience. The modern and stylish design blends cutting-edge technology, allowing every wearer to experience a comfortable and relaxed atmosphere during urban commuting.

PRODUCTS