



## Xtep garnered several awards in ESG and five awards from IR Magazine



As 2024 concludes, Xtep further solidified its leadership in ESG and investor relations, winning prestigious awards on multiple occasions.

In December, Xtep received the "Honourable Mention for ESG Excellence" at the Hong Kong Corporate Governance & ESG Excellence Awards, and the "Social Innovation Contribution Award" at the China Corporate Social Responsibility Ranking 2024·Yicai. In addition, Xtep secured five trophies at the IR Magazine Awards Greater China 2024, leading its peers with awards for the Best in Sector: Consumer Discretionary, Best Overall Investor Relations, Best Investor Relations Officer, Best Investor Targeting Strategy and Rising Star. These awards are a testament to the widespread recognition from the investment community, as well as an acknowledgment of its exceptional performance in investor relations.



Award winner  
Greater China 2024

# AWARDS



### Core Xtep Brand



## Xtep running shoes boasted highest wear rate in China's major marathons among all brands

In the recently concluded Shanghai Marathon – a World Athletics Platinum Label Road Race, and Guangzhou Marathon, Xtep running shoes boasted the highest wear rate among all and sub-three hour runners, surpassing domestic and international brands. It also marked the first time for Xtep to overtake international brands and claim the top spot in wear rate among all runners in the Shanghai Marathon, further highlighting Xtep's growing dominance and reputation in the running segment.

In addition, Xtep bolstered its leadership in the running market with top wear rates among Chinese elite runners. In 2024, Xtep clinched the top position in wear rate among the top 100 Chinese male and female runners for the third and second consecutive year, respectively.

2024/2023 上海马拉松 全局跑者

跑鞋品牌排名/穿着率变化

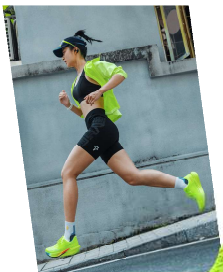
排名	品牌	占比	环比提升/下降率	涨跌幅
1	XTEP	22.4%	↑	2.6%
2	Nike	19.7%	↓	-13.1%
3	SONIC	11.5%	-	-1.8%
4	adidas	8.3%	↑	3.2%
5	HOKA	6.7%	-	1.3%
6	asics	5.3%	↓	-1.0%
7	李宁	4.2%	↑	0.3%
8	LI-NING	3.2%	↓	-0.9%
9	特步	2.8%	↑	2.0%
10	amoboo	2.3%	↑	1.4%
11	李宁	1.8%	↓	0.3%
12	李宁	1.8%	↓	0.6%
13	李宁	1.7%	↑	0.9%
14	361°	1.1%	-	0.3%
15	李宁	1.1%	-	0.3%



# MARATHONS



## Xtep launched the "260X 2.0" carbon fiber plate running shoe



Xtep released the new "260X 2.0" multi-scenario carbon fiber plate running shoe, which features a T400 carbon fiber plate that boasts a 2mm increase in curvature. The new series adopts a hollowed-out design and a midfoot shank for reinforcement to improve running economy by 3.8%, while offering enhanced rebound performance and shock absorption.

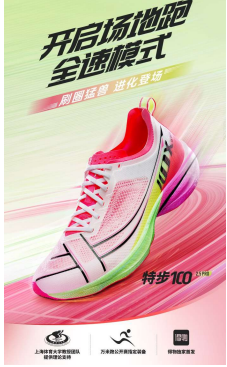
# PRODUCTS



Xtep Kids



Xtep Kids new "Xtep 100 2.5PRO" debuted on Poizon



On 28<sup>th</sup> December, Xtep Kids grandly launched the new "Xtep 100 2.5PRO" running shoe, specifically designed for teenagers. The new series boasts improved lightness, flexibility and stability, combining agility with comfort. Its advanced T400 junior carbon fiber plate has higher carbon content compared with previous generation, making the shoes more rigid and facilitating smoother acceleration. In addition, the density of the midsole from "XTEP ACE" technology was reduced, bringing a stronger sense of acceleration and helping deliver outstanding performance on the field.

# PRODUCTS



Saucony expanded footprint of new image stores in Beijing and Shanghai



Saucony

On 30<sup>th</sup> November and 31<sup>st</sup> December, Saucony expanded the footprint of its new image stores, unveiling its first Urban Store in Beijing and second Concept Store in Shanghai, located in the Hopson One Mall and the Grand Gateway 66, respectively.

The interior design of the new stores perfectly combines moon and championship elements. The Concept Store features a visual space design with a "fissioning moon" to highlight Saucony's running shoe technology, while the Urban Store continues the design of the moon concept at its entrance, paying tribute to the historic 1965 spacewalk with Saucony shoes. The store also incorporates iconic running routes in Beijing, enabling Saucony's century-old craftsmanship to open a new chapter.



Urban Store in Beijing Hopson One Mall



Concept Store in Shanghai Grand Gateway 66

# RETAIL NETWORK



Merrell



Merrell assembled a team to participate in the 2024 TORX CHN100 Shenzhen Mountain Running Race



Merrell assembled a team of 30 trail running enthusiasts to participate in the 2024 TORX CHN100 Shenzhen Mountain Running Race from 28<sup>th</sup> to 29<sup>th</sup> December, paying tribute to the passion for outdoor sports and seizing every opportunity to connect with nature.

# BRANDING