Xtep Group donated RMB10 million worth of supplies to help earthquake-stricken areas of Tibet

On 7th January, a magnitude 6.8 earthquake struck Tingri County, Shigatse City, Tibet, causing significant casualties. After the disaster, Xtep took swift action, immediately donating RMB10 million worth of winter supplies to the affected areas in Tingri County as part of relief efforts. Xtep will closely monitor the situation and support those affected, helping them overcome difficulties and rebuild their homes.

CSR

Xtep won multiple sustainability awards, reaffirming its ESG leadership

In 2024, Xtep demonstrated exceptional commitment to sustainability and social responsibility, earning several prestigious honors, including the "2024 Evergreen Award for Sustainability Innovation" from Caijing; the "Sustainable Supply Chain Pioneers" from KPMG China; the "2024 Influential Company" from Lanjing News; and the "2024 Outstanding Cases of ESG Practices for Chinese Companies" and the "2024 ESG Brand Influential Company" from China.com. Looking ahead, Xtep will continue to contribute to the sustainable development of the Chinese sportswear industry.

AWARDS

Core Xtep Brand

Xtep running shoes again topped wear rate rankings while helping athletes break records at Xiamen Marathon

At the 2025 Xiamen Marathon, a highly prestigious World Athletics Platinum Label marathon, Xtep running shoes boasted the top wear rate among all runners and sub-three hour runners – setting the standard for the fourth and fifth year in a row, respectively. Moreover, Xtep's championship running shoe "160X 6.0 PRO" became the top choice among sub-three hour runners, delivering a wear rate of 38.7%. The same shoe also helped Tebello Ramakongoana from Lesotho break the marathon record, as well as set a new Lesotho national record. In addition, the "160X 3.0 PRO" empowered Yang Shaohui in breaking the Chinese men's record of Xiamen Marathon and claiming the title of domestic champion.

MARATHONS

Xtep International Holdings Limited
Stock Code: 1368.HK

Xtep Kids officially named strategic partner of "China Top Dancer Growth Plan"

Xtep Kids announced that it officially became a strategic partner of the "China Top Dancer Growth Plan" and will provide young dancers with costumes and equipment. Xtep Kids' antibacterial cloud-like pants, which are made of handcrafted reworking technique, feature uniquely shaped pant legs that are also wrinkle-resistant. The gourd-shaped cutting of the pant legs allows ideal elasticity, while the trapezoidal cutting at the waist perfectly hugs the curvature of the body. In the future, Xtep Kids will fervently apply its professional strengths to nurture the growth of young dancers and encourage them to express the passion of the nation's youth.

BRANDING

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Saucony opened its first boutique store in Taikoo Li Sanlitun, Beijing

Saucony

On 16th January, Saucony opened its first boutique store in Taikoo Li Sanlitun, Beijing. Positioned as a hub for fashionable athletic trends, with products focusing on premium running, original and co-brand series, the store aims to make running a lifestyle and attitude. Decorated with Saucony's DNA, the boutique store conveys a sense of stylish aestheticism. The visual centerpiece is the ceiling, which features moon-shaped lights that express the historical significance of the brand and its contribution to the spacewalk. In the future, the store will introduce more classic products, and develop the brand's dynamism through continuous exploration.
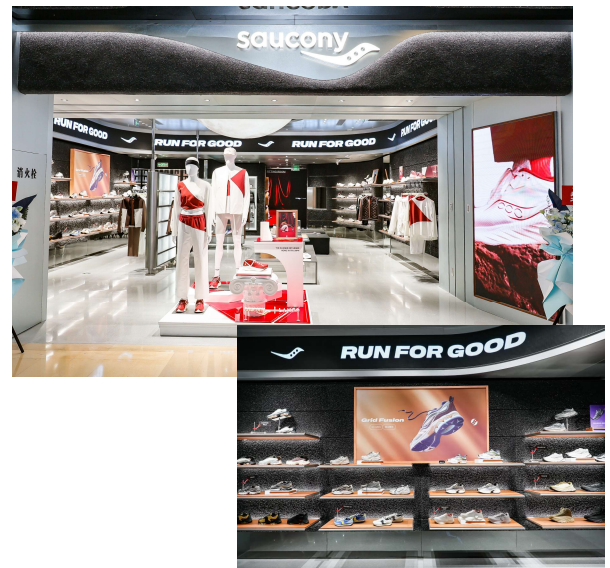
RETAIL NETWORK

Saucony joined hands with brand ambassador Eddie Pang to promote its New Year Limited Edition Collection

In the advent of the 2025 New Year, Saucony launched a limited edition Brown Collection. Brand ambassador Eddie Peng revealed his interpretation of the charms of the collection, commending it as ideal for welcoming the new year and is confident that the products will set a new warm winter trend, continuously braving new heights and unveiling a glorious new self.

PRODUCTS