



Xtep International Holdings Limited

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Newsletter

Core Xtep Brand



Xtep unveiled "Qingyun" cushioning flagship running shoe



Xtep launched its brand-new "Qingyun" cushioning flagship running shoe designed to deliver a "peace of mind in every step" experience. The new series is equipped with three core technologies: the "XTEP ACE" full-length cushioning midsole that significantly reduces pressure on the ankles and knees; the "XTEP POWER" built-in T400 carbon fiber plate; and the "XTEP FIT" wide last design tailored for the foot shape of Chinese people, ensuring a more comfortable and ergonomic fit.

PRODUCTS

Xtep Runners Group commenced "Running in the Greater Bay Area"



On 15th February, the Xtep Runners Group kicked off the "Running in the Greater Bay Area" event at Longcheng Park, Shenzhen. This season's running activities in the Greater Bay Area start from Shenzhen, and will span 30 days to cover 11 cities, including Hong Kong, Macau, Dongguan, and Guangzhou etc. The event features a 10-km urban challenge and a business school competition, attracting wide participation from the government, enterprises and running enthusiasts. The Xtep Runners Group is committed to deeply integrating the running culture with cultural tourism development and stimulating enthusiasm for fitness.



Xtep "160X 6.0 PRO" led the women's marathon at the 2025 Standard Chartered Hong Kong Marathon



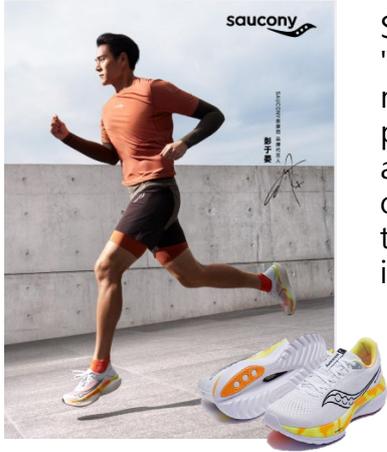
At the 2025 Standard Chartered Hong Kong Marathon held on 9th February, Xtep's "160X 6.0 PRO" championship running shoe helped Belarusian athlete Volha Mazuronak win the women's marathon with a time of 02:27:00.

RUNNING

Saucony



Saucony officially launched its new flagship marathon racing carbon plate running shoe "ENDORPHIN ELITE 2"



Saucony released its latest flagship marathon racing carbon plate running shoe "ENDORPHIN ELITE 2". Following four years of research and development, the new series achieved significant improvement in resilience, cushioning, and propulsion. Moreover, the "IncrediRun" new midsole foam formula can achieve a maximum energy return rate of up to 95% or above. Its optimized split-toe carbon fiber plate provides greater flexibility and rapid propulsion. Completing the design, the vibrant orange and yellow color combination of the shoe adds infinite passion and vitality to the "ENDORPHIN ELITE" series.

PRODUCTS

Saucony "Trainer 80" creative workshop unveiled at the Sanlitun boutique store in Beijing



Saucony unveiled the "Trainer 80" series, a revival of the iconic "Trainer 1980", recreating the retro charm of the '80s. The shoe features the running river logo of the Originals, while the dual-color multi-material stitching adds a sense of layering and trendiness. Moreover, the natural rubber outsole and thickened EVA midsole are appropriate for daily outings.



To celebrate the launch of "Trainer 80", Saucony launched a limited-time creative workshop at the Sanlitun boutique store in Beijing to provide customized shoelace services. The workshop invited fashion media, style influencers, KOLs and consumers to jointly explore the retro sports aesthetics.



BRANDING

Merrell



Merrell launched new hiking shoes to enhance outdoor adventures



Merrell launched new hiking shoe series that emphasizes technology and comfort, including "speedARC surge BOA®", "Wrapt" and "Free Stride".

The "speedARC surge BOA®" hiking shoe adopts the dual-layer nitrogen-infused supercritical foam technology, ensuring stable support across diverse terrains. The "Wrapt" barefoot shoe features a barefoot-like experience, with a QUANTUM GRIP™ rubber outsole to offer mountain-level stability and comfort. Additionally, the "Free Stride" hiking shoe is equipped with MEGAGRIP technology to enhance slip resistance and grip, with a FLOATPRO® lightweight midsole to ensure lightness and rebound strength, promoting freedom of movement on any trail.



PRODUCTS