



Xtep International Holdings Limited

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March 2025

Newsletter



Xtep announced its 2024 annual results with net profit achieving a record high



Xtep announced 2024 annual results, with revenue of the Group's continuing operations increasing by 6.5% to RMB13,577 million. Professional sports segment's revenue achieved robust growth of 57.2%. The Group's net profit achieved a record high of RMB1,238 million, an increase of 20.2%. The Group proposed a final dividend of HK9.5 cents per share. Together with an interim dividend of HK15.6 cents per share, the full year dividend payout ratio was 50.0%. Additionally, with a special dividend of HK44.7 cents per share, the total dividend increased by 221.7%, resulting in a payout ratio of 138.2%.

In 2024, Xtep's "professional-to-mass influence" strategy has proved effective, achieving the highest overall wear rates among all runners in the six major marathons in China. Looking ahead, with long-term government measures aimed at boosting consumer confidence and stimulating economic growth, the Group is well-prepared to drive further success in the future.

RESULTS

Core Xtep Brand

Xtep celebrated 10th anniversary of the "321 Running Festival" with the launch of carbon fiber plate running shoe "360X 2.0"

On 1st March, Xtep unveiled the upgraded "360X 2.0" carbon fiber plate running shoe at the "10th 321 Running Festival and Xtep New Generation National Carbon Fiber Plate Running Shoes Launch Conference." This new model features enhanced stability and adaptability for sports training and daily runs. Additionally, Xtep announced a partnership with the China Student Sports Federation to launch the "National University Joint Run" initiative, which is aimed at promoting youth sports development.



RUNNING

Xtep "160X" championship running shoes empowered marathon runners to achieve victories

Xtep "160X" championship running shoe series delivered exceptional results in top global marathon events, demonstrating its technological prowess and brand influence.



At the Tokyo Marathon, a World Athletics Platinum Label road race, the shoes helped He Jie set his overseas PB of 02:07:20, marking the fourth best result in China's marathon history. It also enabled Yang Shaohui to break the "2:10" barrier in his debut Tokyo race.

Additionally, the "160X" series helped Asefa Mengstu Negewo and He Jie break the match record and Chinese record of the Wuhan Marathon, with times of 02:08:51 and 02:10:29, respectively. Meanwhile, supported by the "160X" series, Yang Shaohui and Xu Bingjie secured the men's and women's titles among domestic athletes at the Wuxi Marathon.

MARATHONS



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Xtep Kids

Xtep Kids "A+ Healthy Growth Sneaker" won two international awards through innovative upgrades

Xtep Kids focused on the pain points of children's foot health development and introduced innovative upgrades to the "A+ Healthy Growth Sneaker". The sneaker features a spacious, wide toe box and midfoot support to protect the arch. Additionally, equipped with a heel bone protection system, it can further assist children in stabilizing their gait.



In recognition of its creative development and practical performance, the sneaker earned two prestigious international honors: the silver winner of the "London Design Awards" and the "French Design Awards".

PRODUCTS

Saucony empowered marathon runner won championship and launched "CANYON WLK" shoe with TEENIE WEENIE

Saucony

On 23rd March, the Saucony "Endorphin Elite 2" helped young runner Ma Rui in winning the men's championship of the 2025 Shanghai Suzhou Creek Half Marathon.

In addition to its professional product offerings, Saucony is enhancing its lifestyle line by once again partnering with TEENIE WEENIE to launch the "CANYON WLK" co-branded shoe. It features a low-saturation Morandi color scheme and a light TechWear design that seamlessly blends functionality and fashion, showcasing a new spring style for roaming the city.



MARATHON & PRODUCTS

Merrell

Merrell VAST SKY Training Camp launched



On 15th March, the Merrell VAST SKY Trail Running Training Camp kicked off. A group of trail runners equipped with the brand-new Merrell "VAST SKY" trail running shoes to run along Shanghai's West Bund.



The new Merrell "VAST SKY" trail running shoes provide outdoor enthusiasts with exceptional grip performance that adapts to various terrains, delivering a lightweight and wind-cutting new experience.

BRANDING