



Xtep International Holdings Limited

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Newsletter



Xtep published 2024 ESG report



As the first company in China's sportswear industry to receive an "A" rating in the MSCI ESG ratings, Xtep released the "2030 ESG Strategy Framework" in 2024. In the ESG report, it disclosed Scope 3 emissions related category data, completed double materiality analysis disclosure, and conducted quantitative assessment of climate risk and opportunity for the first time. For more details, please refer to the 2024 ESG report: <https://doc.irasia.com/listco/hk/xtep/annual/2024/esr.pdf>.

ESG

Core Xtep Brand

Xtep's "160X" championship running shoes helped runners deliver impressive performance in global running events



At the Boston Marathon, "160X 6.0 PRO" helped Tebello Ramakongoana set a new best record in the history of Chinese running shoes.



Furthermore, "160X" series supported Chinese athletes to win championships in several recent domestic marathons.



Xtep became the official supporter of the 2025 World Athletics Relays



Xtep will provide professional sports equipment for the organizing committee, technical officials and volunteers of the 2025 World Athletics Relay.

Xtep and China Student Sports Federation hosted "Campus Healthy Running" in different places



Qingtaishan Middle School
Attached to Sichuan
Normal University



Hangzhou Xuejun
High School



Jia Xuan Middle
School in Jinan



High School Attached to
Northeast Normal
University



Changjun High
School of Changsha



Taiyuan Foreign
Language School

Xtep AW25 Led the "Speed" Sports Wave Concept Show debut at China Fashion Week

Xtep's bold oversized aesthetic design plus advanced technologies can satisfy the needs in multiple sports scenarios.



RUNNING
AND
BRANDING



Saucony

Saucony and pop-artist jointly launched "SAUCONY DREAMS"

Partnering with American pop-artist Nathan Bell, Saucony opened the first chapter of the Saucony Running Artist collection, themed "SAUCONY DREAMS" that embodies the inspiration and freedom of runners.

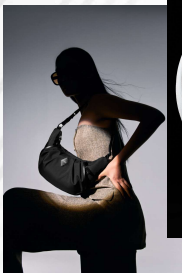


Between 18th and 20th April, the "SAUCONY DREAMS" limited-time pop-up event was held in Shanghai, with Nathan Bell present to share his insights during the creative process, and exploring various possibilities of life when sports and art resonate.



PRODUCTS

Saucony's high-end collection "Saucony SILO" hit the market



On 18th April, Saucony launched its high-end collection "Saucony SILO", featuring four designs: the "GRID X ULTRA S", "ENDORPHIN ELITE 2 S", "GRIPPER S" and "KINVARA 1 S".

Based on classic shoe models, the new collection reassembles deconstructed classic brand elements and incorporates futuristic innovative technologies, and in experimental design language redefines sports aesthetics.

Saucony and Jae Tips released co-branded shoe "Grid Jazz 9"



Saucony unveiled its latest collaboration – "Grid Jazz 9" limited edition sneaker – with New York musician Jae Tips. Adopting high-quality fabrics and vibrant color palettes, the shoes marrying unique creativity and stories impress with a sense of nostalgia. The brand first launched the shoe model at the "Oleh-Oleh Festival" in Shanghai, and created a space for customers that combines art and fashion.



Merrell launched new "VAST SKY" trail running shoes

Merrell



Merrell launched a brand-new "VAST SKY" trail running shoe collection that combines technology with comfort. "VAST SKY" features an embedded TPU support plate in the heel to enhance shock absorption, and VIBRAM®MEGAGRIP wet-ground slip-resistant outsole to offer exceptional grip on dry and wet terrains. The water-repellent upper is paired with a FLOATPRO® foam midsole, promising breathability and long-lasting rebound, helping wearers make breakthroughs in trail running.

PRODUCTS