



Xtep International Holdings Limited

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# Newsletter

## Core Xtep Brand

## Xtep launched new colorways for championship running shoes and "Atomo Fafa" co-branded series

Xtep's five championship running shoes are now available with the "ACE new colorway". Indigo, blue and orange, matched with the fast track pattern design, help elevate the night running experience.



Xtep collaborated with the international avant-garde artist Song Santu in launching the "Xtep x Atomo Fafa" co-branded series, which combines digital art with female power to reconstruct sports aesthetics with a "floral gene".



## Xtep "160X" running shoes won championships in multiple cities



Championships in Jinlin, Zunyi and Hangzhou marathons

At the Jilin City Marathon, Kenyan athlete Ezra Kipketer Tanui broke the event record and secured the men's title wearing Xtep champion running shoes "160X 5.0 PRO". The "160X" series also assisted several Chinese athletes to win championships in multiple marathons including Hangzhou, Yinchuan and Zunyi.

## Xtep sponsored the 7<sup>th</sup> Asian University 3x3 Basketball Championship



Xtep empowered young players from 14 universities in eight Asian countries with professional basketball equipment, helping them achieve outstanding performance with professional technology and innovative design.

**PRODUCTS  
AND  
BRANDING**

## Xtep Kids "A+ Healthy Growth Sneaker" supported Chinese children in pursuing speed and athletic excellence

Xtep Kids



Xtep Kids, as a strategic partner, provided event support for the "Carbot Car Gods Running Assembly - Guangzhou Station". This event marked the first national animation-themed family run in the Greater Bay Area and attracted thousands of families.

**BRANDING**





Saucony

Saucony launched "FUTURE BLACK" series



ENDORPHIN ELITE 2

ENDORPHIN SPEED 5

Saucony "FUTURE BLACK" series condenses the neon hues of the city night onto the shoe upper, shining brightly in the night sky and igniting an energetic drive.

Saucony unveiled "Be opinionated" apparel series, "GRID ID" and "KINVARA 16"



GRID ID

"Be opinionated" apparel series features a clean, solid-color palette combined with layered sportswear styling to express a refined sense of quality and texture. Additionally, "GRID ID" running shoes boast a high-elastic cushioning midsole, making them ideal for both commuting and sports activities.



KINVARA 16

"Saucony·Run for Spring" spring running event in Beijing

On 3<sup>rd</sup> May, Saucony hosted "Run for Spring" event, where runners along the Tonghui Riverside laced up the "RIDE 18" running shoes to experience their lightweight bounce and cushioning technology.



"ENDORPHIN SPEED 4" series supported Saucony running training camps

Saucony "ENDORPHIN SPEED 4" helped participants of Saucony running training camps in Shanghai, Chengdu and Nanjing to push beyond their limits and showcase their ultimate performance.



Chengdu



Xi'an



Jinan



Nanjing



Shanghai



Shenyang

PRODUCTS AND BRANDING

Merrell "HydroMoc 2.0T" shoe series upgraded

Merrell



The Merrell "HydroMoc 2.0T" hole shoe and slippers series upgraded with new colorways. The shoe upper is made from an eco-friendly EVA foam material processed with FLOATMAX technology. Featuring the classic "Venom" liquid flow silhouette, the comfortable and breathable design details are well highlighted. Moreover, with a thick detachable midsole for easy cleaning and an EVA non-slip outsole for slip resistance and cushioning, the footwear is suitable for both land and water.

PRODUCTS