



Xtep International Holdings Limited

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Newsletter



Core Xtep Brand

Xtep continued to empower elite athletes to championship victories



Xtep, alongside elite runners, achieved a flawless first-half season finish together. Xtep's running shoes helped Feng Peiyu win gold at the National Track and Field Grand Prix (Bengbu) and supported athletes including Anubek Kuwan, Biwott Robert Kiplimo, and Liu Min in claiming championships at running events held in Yumin, Zhaodong, and Shanghai, respectively.

Apart from marathons and running events, on 29th May, Xtep's sports spokesperson Feng Bin secured the gold medal in the women's discus throw at the 26th Asian Athletics Championships with a winning mark of 61.90 meters. This historic victory made her the first athlete ever to achieve a three-peat at the Asian Athletics Championships.



Xtep teamed up with Unitree Robotics at Versailles Royal Run, showcasing China's sports tech prowess

On 29th June, the 13th Versailles Royal Run was successfully held in the Gardens of the Palace of Versailles, France, attracting over 23,000 runners from around the world. During the event, Unitree's humanoid robot made its public demonstration wearing Xtep running apparels and shoes, marking the first international running debut of Chinese running shoes applied to humanoid robots, demonstrating to the world the integration of China's sports brands with intelligent technology.

EVENT AND RUNNING

Xtep Kids supported Wuhan Qingshan Healthy Growth Run

Xtep Kids

The "Wuhan Marathon Little Warrior" event kicked off on 14th June in Wuhan Qingshan, which attracted participation from 450 families. As an official sponsor of this parent-child running event, Xtep Kids provided professional sports equipment and consultation, allowing children to experience the resilient cushioning technology and multi-faceted arch support features of the "A+ Healthy Growth Sneaker", and learn more about their foot health with AI detection device.



BRANDING



Xtep Kids

Xiamen No.6 High School students visited Xtep to unlock scientific foot care knowledge



On 10th June, students from Xiamen No. 6 High School visited Xtep for a study tour. During the event, Xtep invited experts to share scientific foot care knowledge and arranged for them to try AI detection devices. The visit culminated in a creative workshop where students designed innovative sporting goods concepts, experiencing firsthand how technology integrates with sportswear.

BRANDING

Saucony launched the "Hood to Coast" special edition running shoes

Saucony



As the Gold Sponsor of the "Hood to Coast China Relay" for five consecutive years, Saucony once again launched "ENDORPHIN ELITE 2" and "ENDORPHIN SPEED 5" "Hood to Coast" special edition this year, supporting runners in conquering the mountains and seas with upgraded equipment.



ENDORPHIN
ELITE 2

ENDORPHIN
SPEED 5

The special editions continue to feature the yellow and blue colorway of the first-generation "Hood to Coast" running shoes and cleverly integrate mountain and sea elements. Performance-wise, "ENDORPHIN ELITE 2" employs the innovative "incrediRUN" midsole technology, which boasts a 95% rebound rate. Equipped with "PWRRUN PB" midsole technology and nylon plate, "ENDORPHIN SPEED 5" provides wearers with outstanding running and training experience.

"ENDORPHIN SPEED 4" continued to support Saucony running training camps

Saucony's "ENDORPHIN SPEED 4" continued to empower runners at Saucony running training camps in Wuxi, Wuhan, Xi'an, and other cities to push beyond their limits and strive for excellence together.



Wuhan



Wuxi



Xi'an



PRODUCTS AND BRANDING