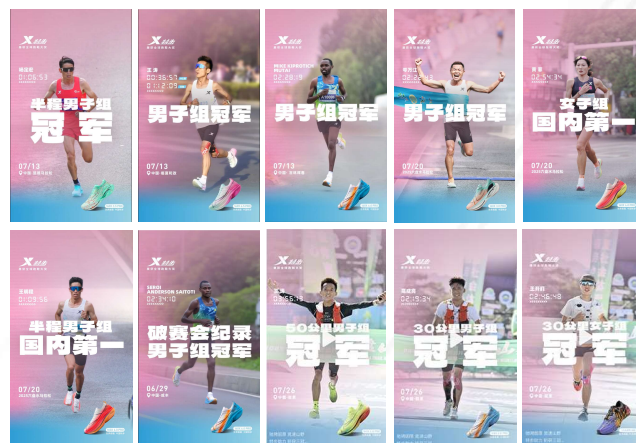


Core Xtep Brand

Xtep "160X" championship running shoes claimed victories in multiple marathons

In July, Xtep's "160X" championship running shoes helped multiple elite runners win championships, including at the Chuxiong, Linxia, Jilin and Liupanshui marathons.

On 29th June, Xtep "160X" championship running shoes series also powered Seroi Anderson Saitoni, Huang Fei, Ma Wenliang, and Gaigelamao to win marathon victories across three cities. In the case of Chinese athlete Ma Wenliang, he secured the men's title at the Xining City Marathon with a time of 1:07:12.



"JLIN6", the 6th edition of Xtep spokesperson Jeremy Lin's signature shoes officially released



On 30th June, the "JLIN6" basketball shoe was officially launched. Among its standout features include a teardrop-shaped TPU design complemented by a lightweight EVA frame to enhance heel stability. Also, equipped with "XTEP ACE" technology and a midfoot torsion-resistant carbon fiber plate, the new shoes boast improved rigidity and forefoot push-off feedback and response.

On 5th July, Xtep spokesperson Jeremy Lin made a special appearance at the grand opening of a new Xtep store in Shenyang. During his visit, Jeremy signed the newly released "JLIN6" and spoke with fans, eliciting an enthusiastic response from the crowd.

MARATHONS AND PRODUCTS

Xtep Kids launched antibacterial cloud-touch pants

Xtep Kids

Xtep Kids, as the strategic partner of the "China Top Dancer Growth Plan", is committed to leveraging its expertise to actively support young dancers in their development journey.

The newly launched Xtep Kids antibacterial cloud-touch pants which feature a 3D-structured crotch for unrestricted and comfortable movement. Additionally, handcrafted reworking techniques are used for shaping the garment so that it is wrinkle-resistant. Also, high-stretch Lycra is selected to offer bare-skin-like comfort and ensure a smooth body-hugging fit.

PRODUCTS





Saucony

Saucony introduced "TRIUMPH 23" running shoes

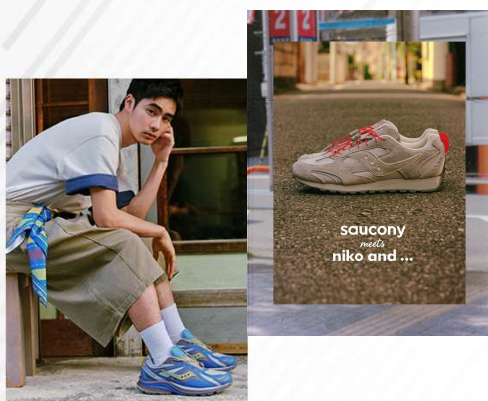
Saucony introduced the all-new "TRIUMPH 23" running shoes, with brand spokesperson Eddie Peng styling in person showcasing the essence of "Triumph with Ease".

As the lightest model in the TRIUMPH series, the shoes feature an ultra-critical foam SRS insole and use PWRRUN pb midsole technology to deliver exceptional cushioning and lightweight performance. Also balancing comfort and athletic prowess, "TRIUMPH 23" is suitable for a variety of running scenarios.

Since 18th July, Saucony has been collaborating with M Stand, the specialty coffee brand, in launching the "One Move, One Mini Win" themed event nationwide. This included the release of a joint product series, featuring a casual crossbody bag for sports and daily life and themed ice tumbler inspired by the "TRIUMPH 23" colorway.



Explore the rhythm of urban life with the new "Saucony × niko and ..." crossover collections



Saucony and niko and... unveiled two crossover collections, namely "Kinvara 4 RE" and "Trainer 80X", that interpret urban rhythms through unique designs.

Combining waterproof leather and jacquard mesh, the "Kinvara 4 RE" collection adopts a grayish-blue color scheme to pay tribute to the millennium classics. For the "Trainer 80X" collection, the sports aesthetics of the '80s' are integrated with urban trends. Marrying functionality and beauty seamlessly, the new collections impart a sense of calmness and ritual, regardless of whether one is commuting or going about daily activities.

PRODUCTS AND BRANDING

Merrell launched "ProMorph" all-terrain elite running shoes

Merrell

Merrell introduced the "ProMorph" all-terrain elite running shoes, which are specially designed for long-distance trail running. The shoes have passed a 400-mile field test, demonstrating exceptional performance across diverse landscapes, from city streets to countryside, and are set to break with convention and redefine the possibilities of outdoor running.



PRODUCTS