



Xtep International Holdings Limited

Stock Code: 1368.HK

XTEP X YOUNG saucony MERRELL

ISSUE 52

August 2025

Newsletter



Xtep announced solid 2025 interim results with MSCI ESG rating upgraded to "AA"

On 18th August, Xtep announced solid 2025 interim results. The Group's revenue increased by 7.1% to RMB6,838 million, driven by the stable performance of the core Xtep brand and robust growth of the professional sports segment. The profit attributable to ordinary equity holders of the Company amounted to RMB914 million, up 21.5%. The Board has declared an interim dividend of HK18.0 cents per Share, up 15.4% YoY, representing a dividend payout ratio of 50.0%.

In addition, Xtep became the first sportswear company in China to receive "AA" in MSCI ESG Ratings, showcasing its commitment to becoming the frontrunner in sustainability.



MSCI
ESG RATINGS

AA

CCC B BB BBB A AA AAA

RESULTS & ESG

Core Xtep Brand

Xtep launched next-generation championship running shoes "160X 7"



On 15th August, Xtep held the "Looking Forward to the Next Step" launch event for its new championship running shoes in Xiamen. The "160X 7" running shoe series, including "160X 7.0 MONXTER", "160X 7.0 PRO", and "160X 7.0", made its grand debut.

Equipped with four championship technologies - XTEP FIT, XTEP DURA, XTEP ACE and XTEP POWER- these shoes are set to push the performance standards of professional running shoes to a new level.

Xtep championship running shoes continued to empower championships in multiple cities

On 17th August, Xtep's next-generation championship running shoes "160X 7.0 PRO", powered Gao Chengliang and Wang Tao to double victories in the Northwest, securing the men's overall champion and the men's 24km champion titles respectively. On 9th August, La Xianjia, wearing "160X 6.0 PRO", won the men's 20km championship at Tongbaoshan with a time of 59:43.



Xtep became the global partner of the 12th World Games

On 7th August, the 12th World Games grandly opened in Chengdu. As a global partner of both the World Games and the International World Games Association, Xtep provided exclusive official equipment support and guarantees for the event, integrating its "sports fashion" DNA into Chinese and Bashu-inspired designs to showcase its innovation, vitality and international image to the world.



PRODUCTS & BRANDING



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X Young

Xtep Kids upgraded its brand position to X Young and released the "Blue Book on Chinese Youth Sports and Growth"



In August, X Young became the first in China to propose the advanced concept of "Growth Science" sports equipment. Meanwhile, the brand launched a series of "Growth Shoes", creating a full-chain sports height-enhancement program covering "Assess-Customize-Train" to provide systematic support for the growth of Chinese children.



Additionally, X Young jointly released the "Blue Book on Chinese Youth Sports and Growth" with eight authoritative institutions and announced the establishment of "X Young International Cooperation Joint Laboratory" with the Stanford Center for Translational Research and Applied Medicine to accelerate the technological advancement of products through local adaptation of world-class scientific research findings.

BRANDING

Saucony

Saucony partnered with Hare Ho in launching the new Project "S" · The Next "S" elf collaborative series



Saucony joined forces with creative director Hare Ho in launching the new "Project S" collaborative series. The series drew inspiration from the concepts of "established order" and "self-expansion", featuring large blocks of color and contrasting color accents to showcase an aesthetic that broke with convention.

Saucony launched "TRIUMPH 23" Nanjing Special Edition running shoes

On 8th August, Saucony launched "TRIUMPH 23" Nanjing Special Edition running shoes, inspired by Nanjing's Qinhuai River. The shoes feature an elegant gradient of gray tones on the upper and a delicately crafted Jinling nightscape motif on the insole, highlighting the rich cultural characteristics of the region.



Saucony collaborated with brand ambassador Eddie Peng in showcasing the urban lifestyle collection

Saucony's unveiled urban lifestyle collection, and passionately showcased by brand spokesperson Eddie Peng, providing modern urban elites with versatile, functional and aesthetically pleasing clothing solutions to suit a variety of occasions.

PRODUCTS

Merrell "ProMorph PRO" all-terrain elite running shoes led the relay race in Guangzhou

Merrell

On 27th July, Merrell partnered with OneBoxCrew, a Guangzhou-based outdoor running community, in successfully holding the "ProMorph PRO" All-terrain Elite Running Shoe Relay Race in Guangzhou. Numerous runners gathered for the event, experiencing the exceptional performance of the "ProMorph PRO".



BRANDING