



Xtep International Holdings Limited

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Newsletter



Core Xtep Brand

Xtep running shoes continued to empower elite athletes to achieve exceptional results



Xtep running shoes consistently achieved outstanding results in international and domestic events. At the 20th World Athletics Championships held in Tokyo, He Jie and Yang Shaohui made their debut wearing Xtep's brand new "160X 7.0 PRO", showcasing China's marathon prowess. He Jie finished with a time of 2:14:52, placing first among Chinese runners. Additionally, Xtep "160X 5.0 PRO" supported Tebello Ramakongoana in securing third place of the Sydney Marathon – setting the best record for Chinese running shoes on the course.

Furthermore, over the "super weekend" in September, Xtep running shoes claimed nine championships in five cities from 13th to 14th September, and sweeping 25 championships across 12 cities from 20th to 21st September, proving their mettle as the "champion's choice".



Xtep debuted at 2025 Fall Sportswear Fashion Show during China Fashion Week

On 10th September, Xtep took the stage at the 2025 Fall Sportswear Fashion Show during China Fashion Week, unveiling the theme "One Step Ahead", integrating technologies with design innovation.

Inspired by Eastern aesthetics, the show merged modern sportswear designs with traditional Chinese elements, combining ergonomics and technologies to launch innovative products featuring 3D motion panels and seamless knitting techniques. Upholding its commitment to sustainability, Xtep used only non-animal materials across all products and integrated aerospace-grade thermal insulation materials in its cotton items.



Xtep launched its first overseas running club in Singapore



Xtep launched its first overseas running club at Singapore's Kallang Wave Mall. The running club is more than a typical retail outlet, which combines high-performance running gear with community space to create a hub for local runners. Moreover, the store features immersive displays and multi-category presentations that offer a full range of running products. It also provides dedicated services for professional runners, including marathon events, training camps, coaching sessions, and pacer programs.

This move will help Xtep build a broader running community network and continue to leverage its Chinese running technology to benefit elite athletes and running enthusiasts worldwide.

MARATHONS AND BRANDING



X Young

"Xtep Growth Shoes" lead the trend of height development

During the peak summer travel season, "Xtep Growth Shoes" made a strong debut at four major national hub airports — Jinan, Hangzhou, Hefei, and Changsha — as well as on smart community screens in 11 cities, achieving massive brand exposure. Meanwhile, it successfully organized nearly 20 public welfare events in Changsha, Jinan, Hefei, and Hangzhou, leading the trend of height development.



BRANDING

Saucony

Saucony clinched third place in the women's marathon event at the World Athletics Championships Tokyo

On 14th September, Julia Paternain, wearing Saucony's "Endorphin Elite 2" running shoes, claimed third place at the women's marathon event of the World Athletics Championships Tokyo 2025.



Saucony SILO "PURITY IN FORM PART I" new launch

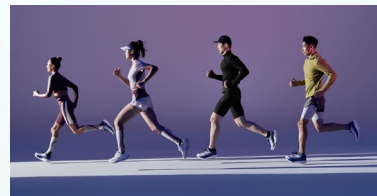


Saucony SILO unveiled its new "PURITY IN FORM PART I" 25FW collection, including new running shoe series "KINVARA1 S", "MOMENTUM S", "GRID X ULTRA S", "GRIPPER S", and "TREKKER S". The new series reinvents classic shoe silhouettes by freely reorganizing brand elements with cutting-edge technologies, ushering in an avant-garde Fall/Winter aesthetic.

Saucony launched the "WOOLLY Active Lifestyle Wool Collection"

Saucony introduced the brand-new "WOOLLY Active Lifestyle Wool Collection", which adopts a new "Sports Lifestyle Wool" standard jointly defined by Saucony and China Textile Standards.

The collection is lightweight and machine washable, retaining its shape even after 150 home washes – exceeding industry standards by 200%. Also, Merino wool has a scaly surface structure that offers excellent antistatic and anti-UV properties.



PRODUCTS

Merrell unveiled "Free Stride Lite" lightweight outdoor hiking shoes

Merrell



Merrell unveiled its "Free Stride Lite" lightweight outdoor hiking shoes. The foam cushioning midsole provides a comfortable experience, while the rubber outsole ensures excellent traction on a variety of terrains. On 1st September, Merrell partnered with Nature's Echo for a "Coffee Walk" in Shanghai, where participants enjoyed a special blend and a comfortable stroll along the Suzhou River in the lightweight "Free Stride Lite" hiking shoes.

PRODUCTS & BRANDING