



Xtep International Holdings Limited

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Newsletter



Xtep announced record-breaking 2025 annual results and professional sports segment sustained strong growth

Xtep announced its 2025 annual results. The Group's revenue increased by 4.2% to RMB14,151 million, driven by the stable performance of core Xtep brand and robust growth of professional sports segment. Net profit reached a record high of RMB1,372 million, representing an increase of 10.8%. The Board has declared a final dividend of HK9.5 cents per share. The full-year dividend payout ratio equates to 50.4%.

In 2025, Xtep has reinforced its strategic focus on running and maintained the highest wear rates across all major marathons in China. Looking ahead, through continuous R&D to fortify product matrix, with channel optimization and DTC initiatives, the Group is set to enhance operational efficiency and deliver sustainable value.



RESULTS

Core Xtep Brand

Xtep helped Feng Peiyu break the national record and launched the upgraded "Athletes and Running" program



Xtep "160X" continued to help Chinese athletes secure outstanding results in global races. On 2nd March, Feng Peiyu, competing in "160X 7.0 PRO", clocked a time of 2:05:58, breaking the Chinese record and finishing as the fastest Asian runner at the 2026 Tokyo Marathon. On 15th March, He Jie also ranked 1st among Asian athletes at the Seoul Marathon with a time of 2:08:17, marking the fourth time in his professional career.

Since 2019, Xtep has partnered with the Chinese Athletics Association to launch the "Athletes and Running" incentive program, supporting athletes in achieving continuous breakthroughs. On 12th March, the program was further enhanced to include a new award for breaking the Asian marathon record, aiming to bring Chinese marathon standards in line with the world's best.



Xtep launched the "360X 3.0" new-generation carbon fiber plate running shoe



On 1st March, Xtep launched the new-generation carbon fiber plate running shoe, the "360X 3.0," designed for everyday runners, with brand spokesperson Fan Chengcheng in attendance at the launch event.

On 21st March, the 11th Xtep "321 Running Festival" took place in the form of a "National Group Run" across over 300 cities, attracting more than 20,000 participants. In addition, Xtep partnered with the China Student Sports Federation to launch the "Campus Health Run", promoting campus sports development through an innovative approach.

RUNNING & PRODUCTS



X Young

X Young supported Li Yongqiu to win "Juste Debout" Finals in Paris



On 8th March, X Young supported 13-year-old Li Yongqiu in making history by winning the junior category at the "Juste Debout" Finals in Paris, becoming the third Chinese dancer to achieve this feat. He also officially became X Young's global brand spokesperson. With seven years of immersion in the street dance, X Young continues to elevate young dancers to the global stage through professional-grade gear and a robust talent development system.

BRANDING

Saucony

Saucony launched brand-new marathon carbon fiber plate racing running shoe "ENDORPHIN PRO 5"

On 1st March, Saucony officially released the "ENDORPHIN PRO 5" running shoe. The new shoe features a dual-layer midsole structure that delivers both powerful cushioning and stable rebound performance. The split-toe carbon fiber plate design deeply integrates the Speedroll concept, giving runners natural, powerful propulsion and seamless strides.

At the same time, the Saucony "ENDORPHIN PRO 5" Wuhan-exclusive colorway was also launched. Inspired by Wuhan's urban landmark, Optics Valley Square, the design features a vibrant green main palette accented with metallic silver lines, delivering a unique and avant-garde urban visual aesthetic.



Saucony partnered with 2026 Shanghai Suzhou Creek Half Marathon to engage runners with the "ENDORPHIN Friends" interactive experience



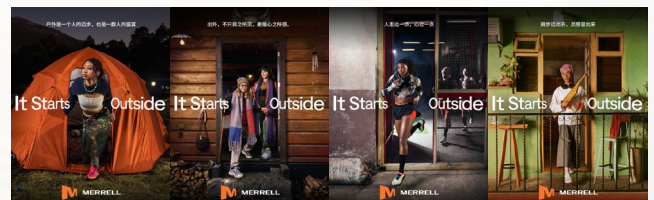
As the official partner of the 2026 Shanghai Suzhou Creek Half Marathon, Saucony rallied runners to participate in the PACER Selection Race, 5KM Elite Challenge, and "ENDORPHIN PRO 5" interactive experience. By deeply integrating professional event creation, hardcore product support, and companionship, Saucony is taking practical steps in promoting the development of the running culture, offering comprehensive support to help every runner achieve breakthroughs and challenge their limits.

PRODUCTS & BRANDING

Merrell celebrated its 45th anniversary with a brand upgrade and refreshed "It Starts Outside" philosophy

Merrell

Merrell celebrated its 45th anniversary with a comprehensive brand upgrade, revitalizing the "It Starts Outside" philosophy. The brand's iconic "M" logo serves as a symbolic doorway to the wild, inspiring people to connect with nature in their daily lives. By breaking down barriers to the outdoors, Merrell empowers everyone to experience the transformative power of nature with every step.



BRANDING