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**Xtep International Holdings Limited**  
**特步國際控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1368)**

**OPERATIONAL UPDATE ON BUSINESS IN CHINA**  
**FOR THE FIRST QUARTER OF 2019**

This announcement is made by the board of directors (the “**Board**”) of Xtep International Holdings Limited (the “**Company**,” together with its subsidiaries, the “**Group**”).

**OPERATIONAL UPDATE**

**For the three months ended 31 March 2019**

	<b>Change compared to the same period last year</b>
<b>Same store sales<sup>1</sup> growth (in terms of retail value)</b>	Low-teens
<b>Retail sell-through growth (including offline and online channels)</b>	20%+
<b>Retail discount level</b>	About 25% driven by the promotion during the Chinese New Year
<b>Retail inventory turnover</b>	Around four months

<sup>1</sup> Same store sales reflect sales performance of those physical Xtep brand stores in operation for longer than one year.

**The Company's shareholders and potential investors should note that this announcement is made based on unaudited operational data of the Group and such data have not been audited or reviewed by the Company's auditor.**

**The Company's shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board of  
**Xtep International Holdings Limited**  
**Ding Shui Po**  
*Chairman*

Hong Kong, 8 April 2019

*As at the date of this announcement, the executive Directors of the Company are Mr. Ding Shui Po, Ms. Ding Mei Qing and Mr. Ding Ming Zhong; non-executive Director is Mr. Ho Yui Pok, Eleutherius; and the independent non-executive Directors are Mr. Tan Wee Seng, Dr. Gao Xian Feng and Dr. Bao Ming Xiao.*