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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 MAINLAND CHINA FOR THE FOURTH QUARTER AND FULL YEAR OF 2023

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 — CORE XTEP BRAND

For the three months ended 31 December 2023

Retail sell-through growth (including offline and online channels)	More than 30% year-on-year growth
Retail discount level	Around 30%

For the year ended 31 December 2023

Retail sell-through growth (including offline and online channels)	More than 20% year-on-year growth
Channel inventory turnover	4 to 4.5 months

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, 9 January 2024

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; the non-executive Director is Mr. Tan Wee Seng and the independent non-executive Directors are Dr. Bao Ming Xiao, Dr. Wu Ka Chee, Davy and Dr. Chan Yee Wah.