



Xtep recognised as the “Overall Best Company in China for Corporate Governance” in Asiamoney Corporate Governance Poll 2014

[29 October 2014, Hong Kong] – Leading PRC-based fashion sportswear enterprise **Xtep International Holdings Limited** (the “Company,” together with its subsidiaries, the “Group”) (Stock code: 1368) is pleased to announce that the Group has been recognised as Overall Best Company in China for Corporate Governance in the Asiamoney Corporate Governance Poll 2014.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, “We are honoured to be selected for this recognition through the polling of the regional investment community, for the high quality of our management and corporate governance performance. While we always strive for success in our business to create satisfactory returns for our shareholders, we also continuously work to promote and maintain strong corporate governance through careful compliance with laws and regulations, which we believe to be a key element in our long term success. In the future, we resolve to maintain the highest standards by bolstering governance and transparency, which will enhance the long-term trust and confidence of our stakeholders.”

The Corporate Governance Poll is conducted annually by *Asiamoney*, an authoritative regional financial publication, to evaluate the corporate governance standards of companies in Asia-Pacific. CEOs, CIOs and senior executives from fund management and hedge fund companies, as well as heads of research and senior analysts at brokerages across the Asia-Pacific region are invited to participate in the poll. This year’s poll was expanded to cover Australia and Vietnam, and is the largest-ever with 322 analysts and investors expressing their opinions.

- End -

About Xtep International Holdings Limited (Stock code: 1368)

Listed on June 3, 2008 on the Main Board of the Hong Kong Stock Exchange, Xtep is a leading PRC-based fashion sportswear enterprise. It is principally engaged in the design, development, manufacturing, sales and marketing, and brand management of sportswear products, including footwear, apparel and accessories. During the past several years, Xtep has been actively implementing its sports marketing strategy with a focus on running and football. It boasts an extensive distribution network of more than 7,000 stores nationwide covering 31 provinces, autonomous regions and municipalities across the PRC.

For more information, please visit Xtep’s corporate website: www.xtep.com.hk.

For further information, please contact:

Xtep International Holdings Limited

Janice Wong Tel: (852) 2152 0813 Email: janice.wong@xtep.com.hk

Strategic Financial Relations Limited

Joanne Lam Tel: (852) 2864 4816 Email: joanne.lam@sprg.com.hk

Angela Ng Tel: (852) 2864 4855 Email: angela.ng@sprg.com.hk

Jovanni Cai Tel: (852) 2114 4937 Email: jovanni.cai@sprg.com.hk