



Xtep Inks New Endorsement Deals With Top Young Celebrities To Increase Entertainment Dimension in Marketing Efforts

(8 January 2015, Hong Kong) – Leading PRC-based fashion sportswear enterprise **Xtep International Holdings Limited** (“Xtep” or the “Company,” together with its subsidiaries, the “Group”) (Stock code: 1368) is pleased to announce that the Group has signed new endorsement deals with top young celebrities, injecting new blood into its Xtep Star Family: Im Jin-ah (林珍娜, “NANA”), a member of a South Korean girl group After School; UNIQ, a popular Chinese-South Korean boy group; and Li Yifeng, one of the PRC’s brightest young actors, who are all heartthrobs in China nowadays. Riding on the attractive personalities and refreshing images of Xtep’s newly added brand spokespersons, the Group is poised to strengthen its fashion sportswear brand and further expand its customer base, especially among the mass market and youngsters in the PRC.

At the signing ceremony, NANA, the new #1 on TC Candler’s 100 Most Beautiful Faces of 2014, presented the latest Campus series from Xtep’s Sports Lifestyle Collection with her adorable smile and fresh sweet aura. She also interacted with the audience and seated crowd on the occasion and gave away her autographed photos. While UNIQ, a highly talented pop boy band comprising three Chinese members Wong Yi Bo (王一博), Li Wen Han (李文翰) and Zhou Yi Xuan (周藝軒) – and two South-Korean members Kim Sungjoo (金聖柱) and Cho Seungyouun (曹承衍), donned the latest Urban series, also from Xtep’s Sports Lifestyle Collection. The band’s stage performance on sparked the event to a climax. In addition, Li Yifeng, the latest heartthrob in the PRC who has been named as the most popular and most commercially valuable actor in the PRC in 2014, was appointed to join the Xtep Star Family, adding his healthy and sunny boy image to reinforce Xtep’s youthful and lively brand image. Nicholas Tse, the first celebrity spokesperson of Xtep, also attended the signing ceremony showing support for his fellow Xtep spokespersons. During the ceremony, he delivered a speech expressing his gratitude, saying that the solid relationship with Xtep over 13 years has special meaning to him as it witnessed the growth of his career and Xtep’s brand.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said after the event, “As a leading fashion sportswear brand, Xtep has been successfully integrating sports and entertainment in its marketing strategy to optimise the perception of our sportswear brand as trendy as well as functional. To start 2015 on the right track, we are enlisting these young and top talented celebrities as our spokespersons. Their demonstrated attributes and refreshing personalities are perfectly synchronized with our latest campus and urban series products. This initiative helps us further penetrate the youth market in the PRC and further consolidates our position as a leading fashion sportswear brand across the country.”

Photos Caption

Photo 1: Ding Shui Po (left), Chairman and Chief Executive Officer of Xtep, and Nicholas Tse (right), Xtep's spokesperson, share interesting anecdotes during their many years of cooperation.



Photo 2: NANA (left), a member of the South Korean girl group After School, signs the contract with Ding Shui Po (right), Chairman and Chief Executive Officer of Xtep, to become the latest Xtep's spokesperson.



Photo 3 : NANA who ranks first on the list of “100 Most Beautiful Faces of 2014” showcases the latest Campus series from Xtep’s Sports Lifestyle Collection and won the audience’s hearts with her adorable smile.



Photo 4 : UNIQ, a highly talented Chinese-South Korean boy group, signs the contract with Ding Shui Po (second on the right), Chairman and Chief Executive Officer, to join the Xtep Star Family.



