



## **Xtep Runs Innovative 3D Running Advertisement For Sponsored Standard Chartered Hong Kong Marathon**

(14 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) have launched an innovative 3D running advertisement with the slogan “Xtep• New Step” in the Central MTR Station, one of the busiest spots in the business and financial centre of Hong Kong, to actively promote the marathon it is sponsoring to be held in Hong Kong next week. Guided by the “Love Running, Love Xtep” brand spirit, Xtep has continuously promoted running as a healthy sport for all age groups from all walks of life. In recent years, Xtep has annually sponsored more than 10 world-class marathons in the PRC and Hong Kong. This year marks the fourth consecutive year for Xtep as the official apparel sponsor of the Standard Chartered Hong Kong Marathon. Through its dedication and rising brand awareness, Xtep has earned a position as the preferred partner of international marathons.

The official apparel sponsorship since 2012 has effectively helped local audiences appreciate the Xtep brand in action. What is more, the Group has held a running T-shirt design contest and amplified the impact via social media this year to maximize the brand visibility and profile in relation to the Hong Kong Marathon, while the Xtep Running Facebook page also provides useful information on marathon training and running tips. This has helped Xtep rub shoulders with more and more running enthusiasts.

To reinforce its sports product portfolio strategy of focusing on running, the Group has unveiled its signature running series – “Dual Direction Shock Absorber” and “Xtep Light” in 2012. With version 3.0 launched in the first quarter of 2015, the Group’s running products have become standout running performance product lines receiving widespread appreciation in China. The “Dual Direction Shock Absorber” running series boasts several appealing features such as a high rebound compound (HRC) forefoot and a gel cushion, which provide a shock-absorbing and heel-protecting running experience and minimise vibration for greater foot stability and, ultimately, a smoother run.

**Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep**, said “Xtep is very proud to be the only dominant Chinese sportswear brand which sponsors more than ten international marathons in the Greater China region every year. Running has caught on in China so rapidly in recent years with more than 50 national running events taking place in 2014, attracting more than two million participants which presents huge market potential for Xtep. To boost the enthusiasm and promote the fun and health benefits of running, Xtep is poised to be the number one choice for Chinese runners.”

**Photo Caption**

Photo 1: Xtep launches an innovative 3D ad with the campaign slogan “Xtep• New Step” in Central MTR Station, Hong Kong, to actively promote the sponsored marathon to be held in Hong Kong next week



Photo 2: Xtep signature running series – “Dual Direction Shock Absorber” version 3.0 released in Q1 2015



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**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](http://www.xtep.com.hk).

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