



Xtep and Qihoo 360 Cooperate to Enter the Smart Safety Product Market Safeguard the Children by Creating Better Shoes

(21 June 2015, Hong Kong) – Leading PRC-based fashion sportswear enterprise **Xtep International Holdings Limited** (the “Company,” together with its subsidiaries, the “Group”) (Stock code: 1368) has announced it has signed a strategic cooperation agreement with Qihoo 360 Technology Company Limited (“Qihoo 360”) on Tuesday in Xiamen after its previous announcement on implementing the “Three+” sports culture strategy. The collaboration taps the immense potential of the smart wearable devices market, with the aim to joint develop and advance smart wearable devices. The first product featuring children’s “smart shoes” with a positioning function in respect of safety is expected to debut within the year. To ensure children’s safety, users are able to track their children’s location through the mobile APP with the help of the embedded smart chip which could transmit real-time tracking information.

The partnership has been unveiled by “Xtep Kids,” a fast-growing sub-brand under Xtep with Qihoo 360, primarily focusing on the design, R&D and promotion of children’s smart safety products. As a fast-growing brand, ‘Xtep Kids’ has adopted the concept of channelling children’s instincts. It has established the first “Chinese Children’s Foot Health Research Center” in 2014 to study the foot growth of Chinese children. It has also set up a relevant database, ensuring safety services for its users, in particular kids’ smart products, which have proven popular in the market.

Mr. DING Shui Po, Chairman and Chief Executive Officer of Xtep said, “We believe Xtep and Qihoo 360 are the perfect team to advance children’s safety. The partnership represents more than a strong cross-border alignment of a traditional corporation and the internet in an innovative area. By combining Xtep’s edge in children’s footwear design and production and Qihoo 360’s leading-edge technologies, and leveraging our experience and efforts, our complementary advantages can contribute to children’s protection.”

Mr. DING continued, “The Group will conduct further research on wearable smart products, with an aim to advance children’s safety. To achieve greater synergistic effect, we will utilize big data, and integrate our comprehensive resources and expertise.”

Photo Caption:



From left to right:

Mr. YE Qi, Executive Director of Xtep International Holdings Limited

Mr. DING Shui Po, Chairman and Chief Executive Officer of Xtep International Holdings Limited

Ms. CHEN Jie, Senior Vice President of Qihoo 360 Technology Company Limited

Mr. FENG Pao Hsin, General Manager of Xtep Kids Limited

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About Xtep International Holdings Limited (Stock code: 1368)

Listed on 3 June 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.

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