



## **Xtep Sponsors the Standard Chartered Hong Kong Marathon for the 5<sup>th</sup> Consecutive Year as Exclusive Apparel Sponsor**

(3 January 2016, 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 it is the exclusive apparel sponsor of the Standard Chartered Hong Kong Marathon for the fifth consecutive year, providing running apparel to the 74,000 race participants from around the world.

Since 2012, Xtep has been the only sportswear brand appointed as the cooperative partner of the Standard Chartered Hong Kong Marathon. “The Standard Chartered Hong Kong Marathon is the largest participatory sporting event in Hong Kong. As 2016 marks the 20<sup>th</sup> anniversary of the event, Xtep is especially proud to be part of this special occasion”, **Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep** remarks, “We will continue to push ahead our ‘Product+’ strategy by designing and developing professional and fashionable sportswear, meanwhile, expanding our scope beyond products to sporting event organization and management following our “Sports +” strategy.”

The eagerly anticipated “Standard Chartered Hong Kong Marathon 2016” will be officially held on 17 January 2016. This year, the Marathon will feature a new urban route for marathon and half-marathon runners, accommodating a larger audience to cheer on the runners from a closer distance, and increased the enrolment quota for both the marathon and the half marathon, reaching a historic high total participants of 74,000. As the highest participatory sporting event in Hong Kong history, this will surely receive wide attention from all sectors of society.

Xtep has steadfastly promoted sports and running events over the years. Apart from the Hong Kong Marathon, Xtep has also sponsored marathons held in different cities in the PRC. This year, Xtep has sponsored 18 large scale running events, marathons and related races nationwide, the most ever. Most of them were major international marathons, including the Xiamen International Marathon, Standard Chartered Hong Kong International Marathon, Chongqing International Marathon, Zhengkai International Marathon and Yangzhou Jianzhen International Half Marathon, etc.. Xtep maintains its position as the sportswear brand sponsoring the most marathons in the Greater China Region.

Apart from the attention-grabbing marathons, Xtep also pioneered more trendy running events which are highly popular among young people such as the ILLUMI RUN and women's marathons events in different regions of China, in order to carry forth its youthful brand image. In August this year, Xtep Running Club celebrated its third anniversary boasting over 30,000 members. Xtep has launched the "X-RUN Plan" to comprehensively upgrade the membership services of the Xtep Running Club, to advance its "Sports+" strategy and enhance its brand recognition and reputation.

**Mr. Ho Yui Pok, Terry, Executive Director and Chief Financial Officer of Xtep**, said, "In recent years, the running craze has spread across the country and the number of runners are growing exponentially. In light of this, Xtep has fully invested in building a professional running image through upgrading its product technology and leading in running event sponsorship. Our Xtep team strives to promote a healthy running culture and fulfill our corporate social responsibility not only by sponsorship but also participating in different running races."

Marathons and other trendy running events sponsored by Xtep in 2015:	
<ul style="list-style-type: none"><li>● Standard Chartered Hong Kong International Marathon</li><li>● Chongqing International Marathon</li><li>● Zhengkai International Marathon</li><li>● Taiyuan International Marathon</li><li>● Tianjin International Marathon</li><li>● Changsha International Marathon</li><li>● Hefei International Marathon</li><li>● Hangzhou International Marathon</li><li>● Nanjing International Marathon</li><li>● Fuzhou International Marathon</li><li>● Xiamen International Marathon</li><li>● Yangzhou Jianzhen International Half Marathon</li><li>● Kunming Plateau International Half Marathon</li><li>● Guangzhou Marathon</li><li>● Shenyang Marathon</li><li>● Xiamen Half Marathon</li><li>● Shanghai Chongming Half Marathon</li></ul>	<ul style="list-style-type: none"><li>● Shanghai Pudong International Women's Half Marathon</li><li>● ILLUMI RUN Guangzhou</li><li>● ILLUMI RUN Beijing</li><li>● ILLUMI RUN Shenzhen</li><li>● ILLUMI RUN Xiamen</li><li>● Fun Route Xtep Run in Guangzhou</li></ul>

**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. Xtep is a constituent of Hang Seng Global Composite Index and Hang Seng Composite Index Series.

For more information, please visit Xtep's corporate website: [www.xtep.com.hk](http://www.xtep.com.hk), or scan the following QR code to follow the Group's official WeChat (can also search on WeChat: xtepholdings 或特步控股):



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