



特步國際控股有限公司  
Xtep International Holdings Limited

## Xtep Sponsors 9 Marathons Year to Date, Continues Commitment to Running

19 April 2016, Hong Kong – Leading PRC-based professional sportswear enterprise **Xtep International Holdings Limited** (the “Company,” together with its subsidiaries, the “Group”) (Stock code: 1368) continues “return to sports, focus on running” strategy in 2016, has sponsored total 9 marathons year to date, serving over 300,000 people. In most marathons, Xtep sets up a number of service stations for runners to relax and adjust and organizes different kinds of groups such as doctor, pacer and attractive lead runners group to make the marathon safe and fun. Xtep strongly believes that to enjoy and participate in running is far more important than the results of competition.

9 marathons sponsored by Xtep year to date (in chronological order) are as follows:

- Xiamen International Marathon (廈門國際馬拉松賽),
- Standard Chartered Hong Kong Marathon (渣打香港國際馬拉松),
- Hainan International Marathon(海南國際馬拉松),
- Kunming Marathon (昆明馬拉松)
- Chongqing International Marathon (重慶國際馬拉松賽)
- China Zheng-kai International Marathon (中國鄭開國際馬拉松賽)
- Wuhan Marathon (武漢馬拉松)
- Nanjing International Women’s Half Marathon (南京國際女子半程馬拉松)
- Beijing Half Marathon (北京半程馬拉松)

Last year, Xtep evolved from a fashion sportswear brand to a professional sports brand with stylish and functional products with the efforts of investing more on professional running events. In 2015, Xtep was the sports brand that sponsored the largest number of international marathons in the PRC, 17 major marathons in total, which accounted for almost one-third of the total number of large-scale marathons held in the PRC. In aggregate, Xtep provided approximately 600,000 running apparels to marathon participants. In addition to the being the sole sports brand to sponsor the above 17 major marathons in the PRC, the Group also sponsored other social running events to encourage more people to participate in running. Xtep was the title sponsor of four Xtep ILLUMI RUNS in four major cities in China, namely Beijing, Shenzhen, Guangzhou and Xiamen. Each of these events attracted thousands of young and energetic participants.

In 2016, Xtep aims to exceed the numbers of marathons we sponsored last year, provide more functional and stylish products and more user-friendly services to runners in China and finally becomes the runners’ brand of choice.

**Photos from Marathons Xtep Sponsored in 2016**



Chairman of the Xtep Group Mr. Ding Shui Po runs in Xiamen International Marathon



Chairman of the Xtep Group Mr. Ding Shui Po as an officiating guest of Standard Chartered Hong Kong Marathon 2016

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Runners celebrate 2016 Hainan International Marathon at the start point



Three young and energetic Xtep pacers in Kunming Marathon

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Runners take pictures at Xtep service station to memorize their Chongqing International Marathon



2016 China Zheng-kai International Marathon kicks off

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“Xtep Runners Club” appears in Wuhan Marathon



Xtep Attractive Lead Runners Group in the Nanjing International Women's Half Marathon



Xtep Doctor Group warms up for Beijing Half Marathon

- End -

**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 professional sports brand providing stylish and functional products. 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, the Group has been actively implementing its sports marketing strategy with a focus on running and football. It boasts an extensive distribution network of approximately 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) or scan the Group's Wechat QR code below (or search by : xtepholdings or 特步控股)



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