



## **Xtep and The Dow Chemical Company Jointly Develops Softpad™**

29 May 2016, Hong Kong – Leading PRC-based professional sportswear enterprise **Xtep International Holdings Limited** (“Xtep” or the “Company,” together with its subsidiaries, the “Group”) (Stock code: 1368) and The Dow Chemical Company, a leading global enterprise, have signed a cooperation agreement in Xiamen on 26 May with relation to their joint development of Softpad™ - a world-leading new technology shoe insole exclusively used by Xtep. The patented trademark is for Xtep’s use only until 2019. This partnership marks the official integration of Xtep’s Softpad technology and The Dow Chemical Company’s VORALAST™ polyurethane memory materials. Both parties will strengthen the cooperation with an aim to launch more professional sports products applying international state-of-the-art technologies in the future.

### **Xtep Collaborates with The Dow Chemical Company to Initiate Sports + Technology**

Xtep is the first and only sports brand in the world applying The Dow Chemical Company’s polyurethane materials to shoe insoles. The Softpad™ features world-leading sports technology used exclusively by Xtep. Xtep’s running series and sports lifestyle series using The Dow Chemical Company’s memory materials are already available in the market. Xtep will also adopt the Softpad technology in the upcoming full range of women’s footwear. This cooperation not only demonstrates that Xtep has enlisted The Dow Chemical Company as a raw material supplier, but also highlights its focus on enhancing comfort of footwear products. Both parties have also launched a footwear co-branded hang tag, and will co-organise a series of promotional activities for new products.

Xtep’s Softpad technology, jointly launched by Xtep and The Dow Chemical Company, incorporates The Dow Chemical Company’s VORALAST™ polyurethane memory materials. As the molecules of the memory foam materials come under compression by the foot, the materials will adjust its shape to fit the contact area of the foot so as to evenly distribute the pressure. Consequently, this can reduce slip and friction, prevent blisters on the soles of the feet, ease heel pain and better protect the feet.

Besides, Xtep’s Softpad technology can also accurately identify the runners’ landing pattern in order to accommodate the shape of the foot. Statistics indicate that 90% of people have different sized right versus left foot. Xtep’s Softpad technology can help

compensate for the above problem and effectively improve comfort when wearing shoes. In comparison to traditional materials for shoe insoles, the Softpad™ has a lower density and is 20% less in weight with a 20% lower compression ratio, therefore it is more durable.

Commenting on this cooperation, **Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, Group** said, “Xtep has strived to provide professional and fashionable sports products to consumers, and continue to enhance their wearing experience with innovative technologies. As the world’s first sports brand using The Dow Chemical Company’s polyurethane materials in shoe insoles, Xtep ensures quality, durability and comfort through collaboration in research and development, so that more consumers can enjoy extraordinary experience and performance and enable Xtep to raise its competitiveness in the PRC sports market.”

### **Xtep Leads the Way in New Technologies for Running Shoes**

In recent years, Xtep has strived to add more professional elements to its products, and has made significant investments in the R&D of running shoes. Xtep’s core sports technologies provide better shock absorption and recoil functions aim to bring a better sports experience to consumers and address the demand for sports products by a larger mass market.

At present, apart from the Softpad technology, Xtep also has three other functional running product series, namely Reactive Coil, Dynamic Foam and Air Mega. Reactive Coil incorporates air circulation and a hollow structure, which offers good cushioning and bounce during the recovery from compression after the foot strikes the ground; Dynamic Foam adopts a new ultra flexible bounce formula which provides bounce and absorbs shock at the same time to offer all-round cushioning; Air Mega technology adopts an air cushion system offering comprehensive soft cushioning protection for the feet while playing sports.

In the future, Xtep and The Dow Chemical Company look to strengthen their cooperation by using their memory materials in the mid-sole materials of Xtep’s running shoes and further improve the functional features of the products. Xtep is escalating its investment in the area of running. It plans to set up China’s most advanced running laboratory by the end of the year. It will also continue to enhance the comfort and protection features aimed at boosting sports performance and comprehensively upgrade the professional functions of its products.

**Photos:**



*Mr. Stanley Chan (left), Vice President of Xtep Footwear Division and Mr. Glenn Wright (right), Business President of Dow Polyurethanes, The Dow Chemical Company signing the agreement*



*Xtep running shoes armed with Softpad™ for greater comfort*



*Xtep's Softpad™ technology and The Dow Chemical Company's VORALAST™ polyurethane memory materials integrates, forms the jointly developed Softpad™*

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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 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. 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 Group's Wechat QR code below (or search by : xtepholdings or 特步控股)

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