

[For Immediate Release]

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

XTEP Brand Spokesperson Nicholas Tse Subscribes to 5 Million New Shares and Will Jointly Develop and Market a New Related Product Series

[15 July 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) has announced its agreement with spokesperson Mr. Nicholas Tse (“Mr. Tse”). Mr. Tse will subscribe to all of the 5,000,000 new shares issued by the Company at HK\$4.50 per share on 15 July 2016, a 13.07% premium to the closing price of HK\$3.98 per share as of 15 July 2016. After completion of the share subscription, Mr. Tse will hold approximately 0.23% of the Group’s outstanding shares. The gross proceeds of HK\$22.5 million will be used for product development, mainly on the line of XTEP brand products endorsed by Mr. Tse.

The parties reached this agreement to strengthen their long-standing working relationship, particularly in the areas of product development and marketing and promotion. Mr. Tse is a famous artist across Greater China and he has also been the XTEP brand spokesperson for more than a decade.

With this investment, Mr. Tse will become more involved in the Company’s product development. He will be working with the design team to develop a name-sake line of sports products under the XTEP brand, expected to be well-received by the public based on his popularity. As a shareholder, Mr. Tse’s interests will be more aligned with the Company and will have added incentive to promote XTEP brand products, thus raising the brand visibility both within Greater China and internationally.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep International Holdings Limited, remarked: “We look forward to closer cooperation with Mr. Tse through this share subscription. He has been one of the most recognizable spokesperson for XTEP brand for more than a decade and we welcome his official engagement with the Company financially and operationally as well as in marketing. We will be launching his name-sake line of products later this year. We believe the product launch will be successful both in generating revenue and increasing our brand exposure.”

Mr. Tse also commented, “I have enjoyed a strong cooperative relationship with Xtep for more than a decade as its spokesperson. As an investor, I have decided to become a shareholder because I believe in the future growth of the Company. As an artist, I hope to be able to fully express my creativity through the new line of XTEP brand products that I will be developing with the Company. I sincerely hope the consumers will like and support the new product line.”

- 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. 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, or scan the Group’s Wechat QR code below (or search by : xtepholdings or 特步控股).

For further information, please contact:

Xtep International Holdings Limited

Leah Liu Tel: (852) 2152 0813

Email: leah.liu@xtep.com.hk

Strategic Financial Relations Limited

Joanne Lam Tel: (852) 2864 4816

Janet Fong Tel: (852) 2864 4817

Rachel Wong Tel: (852) 2864 4873

Email: sprg_xtep@sprg.com.hk

