



## **Xtep International Holdings Limited**

*Incorporated in the Cayman Islands with Limited Liability (HKSE Stock Code: 1368)*

### **Xtep Launches Jeremy Lin's First-Generation Basketball Shoes "XTEP JLIN ONE" Vigorously Hits Basketball Market**

October 28, 2020, Hong Kong – Leading PRC-based professional sportswear enterprise **Xtep International Holdings Limited** (the "Company", together with its subsidiaries, "The Group" or "Xtep") (Stock code: 1368.HK) held a press conference to announce the simultaneous release of Jeremy Lin's first signature basketball shoes, XTEP JLIN ONE, via online and offline platforms, in Beijing on 24 October 2020.



*Xtep launches Jeremy Lin's first-generation basketball shoes, XTEP JLIN ONE*

Marking an important step for Xtep as it seeks to further develop in the basketball market, the launch of Jeremy Lin's signature shoes is also a first in Lin's 11-year career as a professional basketball player. The Group and Jeremy Lin have invested substantial effort in designing XTEP JLIN ONE with the hope of expressing the "Nothing Stops Me" and "Greater Belief, Greater Confidence" basketball spirit.



*XTEP JLIN ONE aims to deliver the "Nothing Stops Me" and "Greater Belief, Greater Confidence" basketball spirit*

Jeremy Lin participated in the design of XTEP JLIN ONE. Taking inspiration from the number “7” on his jersey, he came up with the “JL7” design that is featured on the left and right exterior side of the XTEP JLIN ONE shoes, while the letters “J” and “L” further convey the “Jeremy Lin” element. In addition, Lin made several adjustments to the design based on his own playing habits as well as by integrating Xtep’s leading basketball shoe technologies, including Dynamic Foam technology, shock absorption materials, TPU anti-rollover system and strong woven materials. The first color launched, “Walk on Water”, exemplifies Jeremy Lin’s pursuit of and faith in his second NBA journey as a veteran basketball player at the age of 32. It also conveys Xtep’s perseverance in the domestic sportswear market in Mainland China.



*Limited offer of XTEP JLIN ONE shoes at WZK Shop, a well-known sneaker store in Sanlitun, Beijing*

A total of 70 limited edition XTEP JLIN ONE shoes were made available via the Poizon APP and at the well-known sneaker store WZK Shop in Sanlitun, Beijing at 10 am on 24 October 2020. Priced at RMB 699, the package includes a pair of basketball shoes, Jeremy Lin autographed card, and Supbro custom shoe box. The launch of the first XTEP JLIN ONE shoes drew tremendous attention from basketball fans, with numerous fans lining up at WZK Shop early in the morning and only 35 fans were able to purchase the shoes. The product’s release on the Poizon APP was promptly sold out. Pre-sale of XTEP JLIN ONE in other colors will start at the Xtep Tmall flagship store on 4 November 2020.



*The offline product launch was held at the well-known sneaker store WZK Shop in Sanlitun, Beijing*

In August 2019, Xtep appointed Jeremy Lin as its brand spokesperson and charity ambassador, as well as jointly unveiled the “Basketball Product Co-Creation Plan”, marking its foray into the basketball business realm. By November 2019, Xtep and Jeremy Lin jointly created the first design for the “Levitation 4” basketball shoe series, which was highly welcomed by young consumers. In the first half of 2020, Xtep teamed up with Jeremy Lin to offer a series of online basketball training sessions to all basketball lovers every Friday on our official WeChat account. These classes have effectively increased Xtep brand's awareness among younger consumers as well as strengthened the linkage between Xtep and basketball. Through successful cooperation with Jeremy Lin, the launch of XTEP JLIN ONE demonstrates Xtep's capability to continue developing professional and fashionable basketball products inspired by Jeremy Lin, also marks an important milestone in tapping into the basketball products segment. Going forward, Xtep will continue to implement the “Basketball Product Co-Creation Plan” by developing basketball products from multiple perspectives, so as to further consolidate Xtep's prominent image in professional sports among the younger generation in Mainland China.

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**Photo captions:**

Photo	Caption and download
<p>Photo 1:</p> 	<p>Photo 1:  <i>Xtep launches Jeremy Lin's first basketball shoes, XTEP JLIN ONE.</i>  <a href="https://drive.google.com/file/d/1i3JuB3ojU4KEQ6XtSbMOc7HzFntjL68/view?usp=sharing">https://drive.google.com/file/d/1i3JuB3ojU4KEQ6XtSbMOc7HzFntjL68/view?usp=sharing</a></p>
<p>Photo 2:</p> 	<p>Photo 2:  <i>XTEP JLIN ONE aims to deliver the "Nothing Stops Me" basketball spirit.</i>  <a href="https://drive.google.com/file/d/1JUe90qew5FAvrCKf7gORIUNG9O LSN7MZ/view?usp=sharing">https://drive.google.com/file/d/1JUe90qew5FAvrCKf7gORIUNG9O LSN7MZ/view?usp=sharing</a></p>
<p>Photo 3:</p> 	<p>Photo 3:  <i>Limited offer of XTEP JLIN ONE shoes at WZK Shop, a well-known sneaker store in Sanlitun, Beijing.</i>  <a href="https://drive.google.com/file/d/1xdplmef8AeIS96wUM6uj-vKQmTYRlpQG/view?usp=sharing">https://drive.google.com/file/d/1xdplmef8AeIS96wUM6uj-vKQmTYRlpQG/view?usp=sharing</a></p>
<p>Photo 4:</p> 	<p>Photo 4:  <i>The offline product launch was held at the well-known sneaker store WZK Shop in Sanlitun, Beijing.</i>  <a href="https://drive.google.com/file/d/1F3-51glVmFcR72HyORwIP5q39lb8pJAU/view?usp=sharing">https://drive.google.com/file/d/1F3-51glVmFcR72HyORwIP5q39lb8pJAU/view?usp=sharing</a></p>

**About Xtep International Holdings Limited**

Xtep International Holdings Limited (SEHK stock code: 1368) is a leading multi-brand sportswear company listed on the Main Board of the Hong Kong Stock Exchange on 3 June 2008. The Group engages mainly in the design, development, manufacturing, sales, marketing and brand management of sports products, including footwear, apparel and accessories. Established since 2001, its own signature brand “Xtep” is a leading professional sports brand with an extensive distribution network of over 6,100 stores covering 31 provinces, autonomous regions and municipalities across the PRC and overseas. In 2019, the Group has further diversified its brand portfolio which now includes four internationally acclaimed brands, namely K-Swiss, Palladium, Saucony and Merrell.

Xtep is a constituent of the MSCI China Small Cap Index, Hang Seng Composite Index Series and Shenzhen-Hong Kong Stock Connect. 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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