



## Xtep International Holdings Limited

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

### Xtep Opens the First Multi-brand Collection Store X-STREET in Xiamen Single-day Sales Surpasses RMB5 Million

9 November 2020, Hong Kong – Leading PRC-based professional sportswear enterprise **Xtep International Holdings Limited** (the “Company”, together with its subsidiaries, the “Group”) (Stock code: 1368.HK) opened its first multi-brand collection store – X-STREET at SM City, a popular shopping mall in Xiamen, Fujian on November 8. Xtep brand’s spokesperson, Mr. Nicholas Tse was present and witnessed the grand launch of X-STREET together with Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep Group and Ms Holly Li, CEO of Xtep brand. On the first day of opening, X-STREET’s single-day sales reached a record of more than RMB5 million.



Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep Group (Middle), Ms. Holly Li, CEO of Xtep brand (Right) and Xtep brand’s spokesperson Mr. Nicholas Tse (Left) kick-started the opening ceremony



Xtep management and Xtep brand’s spokesperson Mr. Nicholas Tse at the opening ceremony

The "X" in X-STREET represents the infinite future possibilities of young people, and also the infinite future possibilities of Xtep's development. Occupying an area of more than 1,500 square meters, the X-STREET store boasts a combination of industrial design style added with the decoration of Xiamen's iconic seafood market that shows a sense of coolness, rhyming with the pursuit of young consumers for trendy shopping experience. Furthermore, it showed Xtep's efforts in further promoting more youthful and trendy style in the attitude of brand advancement.

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*Xtep opened its first multi-brand collection store X-STREET in Xiamen*

On the day of opening, Mr. Nicholas Tse signed a number of shoes in the store and took group photos with a huge number of fans. During the shop tour, Mr. Tse and other guests thoroughly experienced the trendy diversity atmosphere of multi-brand products in the store. Meanwhile, X-STREET also invited Michelin chefs to participate and taste Xiamen's specialties together with “Chef Nic”, thus creating a "gluttonous" feast blending trend and cuisine.



*X-STREET's grand opening with countless participants*



*Customers experienced the trendy diversity atmosphere of multi-brand products in the store*

In 2001 when Xtep brand was established, Mr. Nicholas Tse already became the brand spokesperson, a precedent for injecting entertainment attributes into mainland sports brands. In the same year, Mr. Tse and Xtep jointly designed the first generation of "Fire Shoes" that set a sales record of 1.2 million pairs. To this day, "Fire Shoes" has launched the 23rd generation and continues to be the sales growth driver of Xtep brand. In October 2020, after serving as Xtep brand's spokesperson for approximately 20 years, Mr. Tse announced the subscription of five million Xtep shares, further deepening the cooperation and generating a win-win situation with the Group.



*Chairman and Chief Executive Officer of the Group Mr. Ding Shui Po (Left) and Xtep brand's spokesperson Mr. Nicholas Tse (Right) toured the store*

**Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep International Holdings Limited**, said, "It is so good to see that consumers responded very positively on our first day of opening. As the first multi-brand and multi-category collection store of Xtep, X-STREET accommodates four major brands, including Xtep, Palladium, Saucony and Merrell, and also integrates the characteristics of southern Fujian culture. In all, it showcases our new exploration and experiment in the retail business model."

**Ms. Holly Li, Chief Executive Officer of Xtep brand**, said, "We have chosen to launch X-STREET on November 8, all in a bid to leverage the 'Double Eleven' shopping festival that focuses on consumer experience via offline channels. In the future, Xtep will continue to strive for closer connection with customers by expediting the launch of newer and better products."

*- End -*

**Photo captions:**





Photo	Caption and download
<p>Photo 1:</p> 	<p>Photo 1:</p> <p>Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep (Middle), and Ms. Holly Li, CEO of Xtep Brand (Right) and Xtep brand's spokesperson Mr. Nicholas Tse (Left) kick-started the opening ceremony</p> <p><a href="https://drive.google.com/file/d/10o31ftczCfwltM_FHhoOd_n5da1NoBZ9/view?usp=sharing">https://drive.google.com/file/d/10o31ftczCfwltM_FHhoOd_n5da1NoBZ9/view?usp=sharing</a></p>
<p>Photo 2:</p> 	<p>Photo 2:</p> <p>Xtep management and Xtep brand's spokesperson Mr. Nicholas Tse at the opening ceremony</p> <p><a href="https://drive.google.com/file/d/1qgOzfl55nVrrOSUjFVPvWUz15bhMtM9E/view?usp=sharing">https://drive.google.com/file/d/1qgOzfl55nVrrOSUjFVPvWUz15bhMtM9E/view?usp=sharing</a></p>
<p>Photo 3:</p> 	<p>Photo 3:</p> <p>Xtep opened its first multi-brand collection store X-STREET in Xiamen</p> <p><a href="https://drive.google.com/file/d/1PqtUIEsIR-JygKBZbbkQHR3tGCr3sTWn/view?usp=sharing">https://drive.google.com/file/d/1PqtUIEsIR-JygKBZbbkQHR3tGCr3sTWn/view?usp=sharing</a></p>
<p>Photo 4:</p> 	<p>Photo 4:</p> <p>X-STREET's grand opening with countless participants</p> <p><a href="https://drive.google.com/file/d/1KIBKCDDbXNU3yq0Jj9ESmFL9gN2zCm7F/view?usp=sharing">https://drive.google.com/file/d/1KIBKCDDbXNU3yq0Jj9ESmFL9gN2zCm7F/view?usp=sharing</a></p>

Photo 5:



Photo 5:

Customers experienced the trendy diversity atmosphere of multi-brand products in the store

<https://drive.google.com/file/d/1UMbJgCyRCR9ioQ6x6J4o94LY-VXGBf9H/view?usp=sharing>

Photo 6:



Photo 6:

Chairman and Chief Executive Officer of the Group Mr. Ding Shui Po (Left) and Xtep brand's spokesperson Mr. Nicholas Tse (Right) toured the store

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### **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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