



## Xtep International Holdings Limited

*Incorporated in the Cayman Islands with Limited Liability (HKSE stock code: 1368)*

# Xtep Launches New Generation Championship Running Shoes Two Core Technologies Propel Xtep to Lead the World's Running Industry

3 September 2024, Hong Kong – Leading PRC-based professional sportswear enterprise **Xtep International Holdings Limited** (the “Company”, together with its subsidiaries, the “Group”) (Stock code: 1368. HK) held the “Leading the Golden Era” new generation championship running shoes press conference on 31 August in Xiamen. At the event, the Group announced a comprehensive upgrade of the brand's two core technologies, and launched a new generation of its championship running shoes “160X 6.0 PRO” (Price: RMB999), together with “160X 6.0 PRO” (Price: RMB1,299) and “160X 6.0 MONXTER” (Price: RMB2,599), two of which are equipped with the core upgraded “GT700 Carbon Fiber Plate” technology.



Xtep “Leading the Golden Era” new championship running shoes press conference



New generation championship running shoes “160X 6.0 PRO” and “160X 6.0 MONXTER” equipped with core upgraded “GT700 Carbon Fiber Plate” technology

### Enhancing Two Core Technologies, Xtep’s Running Shoes Lead the Industry

Xtep’s “160X” running shoes series are specially designed for professional runners and marathon runners, and have undergone technological upgrades and practical tests, won various world running shoes awards, and helped set new records in China’s marathon races. At the press conference, Xtep launched the comprehensively upgraded two core technologies, “XTEP POWER Kinetic Energy Technology – GT700 Carbon Fiber Plate” and “XTEP ACE Flick Technology – Injection Moulding Foam”. Meanwhile, the new generation championship running shoes “160X 6.0”, along with the “160X 6.0 PRO” and “160X 6.0 MONXTER” equipped with the core upgraded technology “GT700 Carbon Fiber Plate”, have made a grand debut.

“XTEP POWER Kinetic Energy Technology Upgrade – GT700 Carbon Fiber Plate” is known as the “Golden Carbon Fiber Plate”, representing a revolutionary breakthrough for Xtep in the field of carbon fiber plate technology. “XTEP ACE Upgrade Flick Technology – Injection Moulding Foam” is an innovative midsole material technology that enhances the lightweight bounce experience. Equipped with these two new technologies, the “160X 6.0 PRO” has a slightly repositioned heel strike point, making it more adaptive to runners’ running styles and pacing. Compared to the previous generation, it offers stronger rebound and anti-degradation performance, with rebound improved by 6.1%, maintaining high rebound efficiency over a full 42 kilometers. This also enhances the running economy of the shoe by 4%, allowing runners to save nearly two kilometers of energy while reducing weight by nearly 20%. The “160X 6.0 MONXTER” is the most aggressive product in the “160X” series to date, designed to push runners to their speed limits, with a global limited release of 2,000 pairs. With this technological breakthrough, Xtep has positioned itself at the forefront of running shoe technology, showcasing the confidence and ability of a Chinese sports brand in technological development and product innovation on the world stage.

### From “Athletes and Running” to “Running for All”: Ushering in a Golden Era for Running Shoes

At the press conference, Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep International Holdings Limited, delivered a speech entitled “Xtep: Chinese Roots, World-Class Running Shoes – Leading the Golden Era”. He stated, “In the five years since China’s sporting goods industry embraced running, the number of athletes wearing Xtep running

shoes climbed from 19 in 2019 to 41 in 2023 on the annual list of China's top 100 marathon runners, an increase of 31%, ranking first among all brands." During this period, Xtep has helped 85 Chinese athletes win 408 marathon championships. With the release of the new "160X" championship running shoes, Xtep is set to lead Chinese road running into a new golden era. Under the strategic positioning of "Xtep: Chinese Roots, World-Class Running Shoes", Xtep aims to inspire more people to run and contribute to the construction of a strong sports nation.

The "160X Series White Paper" released by Joyrun highlights the pivotal role of the "160X" series among elite and recreational runners. Looking at the top ten best performances in Chinese marathon history, the "160X" series has dominated the top six positions. Meanwhile, it has topped the lists in the Joyrun shoe library in terms of monthly average additions, monthly average volume, and monthly average running distance. In 2023, Xtep has become the brand with the highest wearing rate in Chinese marathons and its global sales volume also ranked among the top. This golden era is a testament to the dedication of every Chinese runner and the success of the Xtep "160X" series.

**Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep International Holdings Limited**, said, "Staying true to its original vision, Xtep is deeply committed to the running sector, continuously iterating professional running shoe products while enriching the running ecosystem with the support of its long-term values. Over the past five years, Xtep has promoted 'Athletes and Running' through professional positioning and entered the '206 Era' with Chinese marathons. In the next five years, with this long-term vision in mind, Xtep will transition from 'Athletes and Running' to 'Running for All', encouraging more people to run, helping China's road running industry enter a new 'Golden Era,' showcasing China's new speed to the world, and leading the global race on a new track."

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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 in 2008. The Group principally engages in the design, development, manufacturing, sales, marketing and brand management of sports products covering footwear, apparel and accessories for adults and children. With a diverse brand portfolio encompassing the core Xtep brand, K-SWISS, Palladium, Saucony and Merrell to strategically target the mass market, athleisure and professional sports segments, the Group has an extensive global distribution network and more than 8,600 stores in Asia-Pacific, North America and EMEA.

Xtep is a constituent of the MSCI China Small Cap Index and Hang Seng Composite Index Series, and is an eligible stock under the Shanghai-Hong Kong 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.



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