



Xtep International Holdings Limited

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

**Xtep Running Shoes Boast Highest Wear Rate in Shanghai and Beijing Marathons
Thirteen Runners Claim Championships in Single Day
Wearing "160X" Championship Running Shoes**

Hong Kong, 5 December 2024 – Leading PRC-based professional sportswear enterprise **Xtep International Holdings Limited** (the “Company”, together with its subsidiaries, the “Group”) (Stock code: 1368. HK) came first at the Shanghai Marathon held on 1 December, achieving for the first time the highest overall wear rate among all runners, and again setting the highest wear rate among sub-three-hour runners, leaving all international and other domestic brands trailing behind. In addition, Xtep running shoes helped athletes win thirteen marathon championships on the same day, with Judy Jelagat Kemboi breaking the best finishing time record in the women's half marathon in China while wearing the "160X 6.0 PRO".

Xtep Running Shoes Topped Wear Rates of Overall and Sub-three-hour Runners at Shanghai and Beijing Marathons

Shanghai Marathon is one of only two Platinum Label Road Races by World Athletics in China, and for the first time, it became a candidate race for the World Marathon Majors this year. According to Joyrun’s "2024 Shanghai Marathon Big Data Report", Xtep running shoes boasted a 22.4% wear rate, progressing year after year, and for the first time overtaking international brands to claim the top spot. Moreover, Xtep running shoes maintained the highest wear rate, reaching 19.7%, among sub-three-hour runners. Saucony, a brand of the Group’s professional sports segment, also gained widespread recognition – chosen by 11.5% of marathon runners overall, and keeping pace with the top three brands for two consecutive years. Such achievements underscore Xtep’s stature as the “Grand Slam” winner of Chinese marathons with its strategic positioning of “Xtep: Chinese Roots, World-Class Running Shoes”.

At the recently concluded Beijing Marathon, Xtep running shoes also remained on top in terms of wear rate among overall and sub-three-hour runners. Meanwhile, Saucony maintained its position among the top three brands worn by all runners for the second consecutive year.



Wear Rates of Xtep Running Shoes Ranked First Among Overall and Sub-Three-Hour Runners in Shanghai Marathon

Wear Rate of Xtep Running Shoes Have Risen Appreciably for Three Consecutive Years

Thirteen Runners Claim Championships in Single Day Wearing "160X" Championship Running Shoes While Xtep's Core Technology Broke Multiple Race Records

On 1 December, many other marathons, including the Jinjiang Marathon and the Hangzhou Women's Half Marathon, also took place in different cities. An impressive thirteen champions of these races wore Xtep running shoes on that day. At the Xiamen Haicang Half Marathon, which has been upgraded to a World Athletics Label Road Race this year, Kenyan runner Judy Jelagat Kemboi, wore Xtep's newly launched "160X 6.0 PRO" running shoes to win the championship and set a new women's race record of 1:07:06. This represents the best finishing time in the history of women's half marathon in China.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep International Holdings Limited, said, "This year, Xtep reached the top and led way ahead in multiple metrics of key marathons, including Shanghai, Beijing, Xiamen, Wuxi, Chengdu and Nanjing. This is a testament to the excellent performance of our products and their high recognition in the market, matching or even exceeding that of many international and domestic brands – establishing Xtep as the preferred choice of runners. For 17 years now, Xtep has worked hard in the road running realm, devoting long-term effort to refining products with the aim of delivering an unparalleled experience to consumers and helping runners enhance their performance in everyday sports activities and races. Looking ahead, as a Chinese national brand, we will continue to upgrade our 'Xtep: Chinese Roots, World-Class Running Shoes' brand strategy and lead the way on the running segment."

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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 the core Xtep brand, Saucony and Merrell under its diversified brand portfolio, the Group strategically targets the mass market and professional sports segments through an extensive distribution network of more than 8,400 stores.

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 or scan the Group's Wechat QR code below.



For further information, please contact:

Xtep International Holdings Limited
Investor Relations
Tel: (852) 2152 0333
Email: ir@xtep.com.hk

Strategic Financial Relations Limited
Shelly Cheng / Vivienne Leung / Shannon Lei
Tel: (852) 2864 4857 / (852) 2864 4862 / (852) 2114 2881
Email: sprg_xtep@sprg.com.hk