



**Xtep International Holdings Limited**

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

**Xtep Launches Next-generation Championship Running Shoes “160X 7”  
Incorporates Four Championship Technologies and Sets New Benchmark for  
China Speed**

**“QING YUN” Cushioning Running Shoe Series and Professional Running  
Apparel and Gear Debut Simultaneously**

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**Upgrades Xtep Kids’ Brand Positioning to “X Young”**

**Eight Authoritative Institutions Jointly Release the “Blue Book on Chinese Youth  
Sports and Growth”**

17 August 2025, 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 “Looking Forward to the Next Step” launch event for its new championship running shoes in Xiamen. The “160X 7” running shoe series made its grand debut, featuring four champion technologies that are set to push the performance standards of professional running shoes to a new level. The all-new cushioning “QING YUN” running shoe series and professional running apparel and gear were also unveiled at the event. These products are poised to integrate championship technologies into the daily training routines of mass-market runners.



**Xtep’s “Looking Forward to the Next Step”  
next-generation championship running shoes  
launch event**



**Next-generation championship running shoes  
“160X 7.0 PRO”, “160X 7.0” and “160X 7.0  
MONXTER” that incorporates four championship  
technologies**

**“160X 7” running shoes boasting four championship technologies and set new standard for “higher speed”**

Xtep has always regarded technological innovation as the core driving force behind the Group’s development. From the construction of the X-Lab world-class running laboratory to the launch of the world-class running shoe innovation center, Xtep has invested more than RMB2 billion in technological R&D as of 2025, allowing it to build a comprehensive innovation system covering the entire process from R&D to launch. At present, the Group has applied for over 2,600 patents, providing continuous momentum for product iteration.

As a domestic brand embodying the philosophy of "China speed", "160X 7" incorporates Xtep's four championship technologies, including XTEP FIT, XTEP DURA, XTEP ACE and XTEP POWER, to offer all-round support to runners in terms of foot shape adaptation, wear and slip resistance, midsole rebound and carbon fiber plate propulsion. Among them, the "160X 7.0 PRO" (retail price: RMB1,299) serves as the "performance benchmark", featuring the new XTEP ACE+ supercritical midsole technology to ensure stable performance throughout the full marathon distance of 42 kilometers. The GT700 golden carbon fiber plate, infused with aerospace-grade PI fiber, offers an 8% increase in propulsion compared with the previous generation, while the upgraded XTEP DURA technology outsole enhances slip resistance by 38.5%. The "160X 7.0" (retail price: RMB999) is designed for elite runners, featuring a double-layer 43-degree ACE+ midsole paired with a shovel-shaped upward carbon fiber plate. Stability is enhanced through a wider sole design, enabling runners to run more steadily and faster. The "160X 7.0 MONXTER" (retail price: RMB1,699), specifically designed for half marathon runners, adjusts the gradient difference to lower the threshold for forefoot running.



**New cushioning "QING YUN Running Shoe" series featuring championship technology "QING YUN", "QING YUN LITE" and "QING YUN GO"**



**New professional running apparel and gear**

### **New cushioning "QING YUN Running Shoe" series launched simultaneously to meet all-scenario needs**

In addition to the "160X 7", Xtep simultaneously launched the cushioning "QING YUN" running shoe series and professional running apparel and gear. The "QING YUN" series applies Championship technology to daily training scenarios, satisfying needs of various runners, from mass market runners, heavier-weight runners to beginners.

### **Specializing in running over 20 years, Xtep echoes the national strategy of building a leading sports nation**

According to data released by the Joyrun Information Research Institute, Xtep running shoes ranked first in overall wear rate across all high-level marathon events in China. At the same time, among the top 100 marathon runners in China, the "160X" series also ranked first in wear rate. This achievement demonstrates Xtep's leading position in China's running industry. Since launching the "Athletes and Running & Running for All" program with the Chinese Athletics Association in 2019, Xtep has invested more than RMB15 million in cash and equipment and helped 107 athletes win 507 championships, achieving a historic breakthrough with men breaking the "220" mark and women breaking the "240" mark in marathons, demonstrating the program's strong support for sports development. In mass-market running segment, Xtep has successfully extended the reach of running from competitive sports to everyday life through a series of initiatives, including sponsoring marathon events, establishing 70 running clubs and serving more than 2.4 million Xtep Runners Club members, turning the concept of "Running for All" into a tangible lifestyle. Building this ecosystem not only helps elite athletes break their limits and promotes the enjoyment of running among the general public, but also aligns with the national strategy of building a leading sports nation.

## **"X Young" Joins forces with eight authoritative institutions to build a "height development through sports ecosystem"**

In August 2025, Xtep Kids upgraded its brand positioning to "X Young", becoming the first in China to propose the advanced concept of "Growth Science" sports equipment, providing professional and scientific sports equipment and growth solutions for children and adolescents. At the same time, the brand launched a series of "Growth Shoes", creating a full-chain sports height-enhancement program covering "Assess-Customize-Train" to provide systematic support for the growth of Chinese children. Meanwhile, it jointly released the "Blue Book on Chinese Youth Sports and Growth" with expert teams from eight authoritative institutions, including The National Center for Women's and Children's Health under NHC, Peking University Third Hospital Institute of Sports Medicine, the Children's Nutrition and Health Research Center of China National Children's Center, August First Children's Hospital Affiliated to the Seventh Medical Center of Chinese PLA General Hospital, the Institute for Integration of Sports and Education, Peking University, the National Workers Health Promotion Project, School of Exercise and Health, Shanghai University of Sport, and the Research Center for Sports and Health Sciences, Tsinghua University. This study reviewed domestic and international literature and surveyed 2,000 families with adolescents across the country to deeply analyze the root causes of parents' height-related anxiety, as well as the core needs of adolescents in terms of sports and sports equipment. The research findings innovatively constructed the "height development through sports" theoretical framework, filling a theoretical gap in this field in China. Furthermore, X Young and the Stanford Center for Translational Research and Applied Medicine jointly announced the establishment of an international cooperation joint laboratory. The two parties will concentrate on cutting-edge sports biomechanics research, aiming to accelerate the technological advancement of Xtep products through the local adaptation of world-class scientific research findings.



**Release of the "Blue Book on Chinese Youth Sports and Growth"**  
**X Young initiates the "height development through sports" theory**



**X Young x Stanford Cooperation Joint Laboratory**

**Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep International Holdings Limited, said:** "In the face of ongoing technological breakthroughs and continuous improvements to the running ecosystem, Xtep will adhere to a development strategy driven by professionalism and inclusiveness. We will strive to empower runners to break records in competition, showcasing a spirit of determination with 'China Speed', while also ensuring that the benefits of technological innovation reach recreational runners and promote fitness for all. In this never-ending journey of innovation, every step forward demonstrates the confidence and 'Next Step' of Chinese brands engaging with the world."

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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 including footwear, apparel and accessories for adults and children. With its core Xtep brand, as well as 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 8,000 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](http://www.xtep.com.hk) or scan the Group's WeChat QR code below.



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