



Xtep International Holdings Limited

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

Xtep Launched its First Overseas Running Club

New Xtep Running Club Opened at Singapore's Kallang Wave Mall, Blending Gear, Culture and Community

26 September 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), is pleased to announce the opening of its first overseas Xtep Running Club (XRC) at Kallang Wave Mall in Singapore. The running club is more than a typical retail outlet, which combines high-performance running gear with community space to create a hub for local runners. Moreover, the store features immersive displays and multi-category presentations that offer a full range of running products. It also provides dedicated services for professional runners, including marathon events, training camps, coaching sessions, and pacer programs. Guided by its “Professional-to-mass influence” strategy, Xtep aims to serve competitive elite runners who can help showcase product excellence, as well as beginners and recreational runners.



Xtep's first overseas Xtep Running Club at Singapore's Kallang Wave Mall

Singapore boasts a vibrant and well-established running culture, supported by a robust calendar of world-class events. According to Sport Singapore, running and jogging consistently rank among the nation's top physical activities. Core events include the Standard Chartered Singapore Marathon, which draws over 50,000 local and international participants annually, alongside a growing circuit of community runs. Capitalizing on this enthusiasm, Xtep launched its first overseas Xtep Running Club in the region. Designed as both a retail destination and community base, Xtep Running Club will host group runs, training sessions, and member events, while offering performance footwear for competitive athletes and versatile training apparel and casual wear. Runners who join the Xtep Running Club can gain access to exclusive events and product experiences.

To mark the store's opening, Xtep hosted an “XRC RUN” kickoff event. At 6:30 a.m. on 20 September, more than 200 runners gathered outside the store to participate in a community run. Participants from a wide range of industries, including finance, technology, and education, donned custom Xtep T-shirts as they ran along a route that passed the scenic Kallang River, which offered a striking city backdrop. The event highlighted the energy of Singapore's running community and Xtep's connection to it. After the run, elite runners were

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invited to an exclusive 160X 7.0 Champion Collection Elite Appreciation Gathering, where they tested the new carbon-plate racing shoes and participated in interactive sessions. Many participants said that the experience helped them make more informed gear choices and deepened their appreciation of Xtep's support for runners.



“XRC RUN” kickoff event and 160X 7.0 Champion Collection Elite Appreciation Gathering

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep International Holdings Limited, said: “Xtep's launch of its first overseas Xtep Running Club in Singapore is highly significant. This move will help the brand build a broader running community network. In the future, this Xtep Running Club will serve as a hub connecting professional runners with everyday participants. It aims to be a place where runners can find gear, receive guidance, share experiences, and feel supported at every stage of their running journey. Xtep will leverage its Chinese running technology to benefit elite athletes and running enthusiasts worldwide.”

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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 or scan the Group's WeChat QR code below.



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