



Xtep International Holdings Limited

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

Saucony Launched its First Image Store in Hong Kong at K11 Art Mall Marking the Debut of Saucony’s “Era 2.0” and Accelerating the Brand’s Premiumization Strategy

26 June, 2026, 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 that Saucony, an American running brand with a century-long heritage, officially entered the Hong Kong market. The brand’s first image store in Hong Kong was opened at K11 Art Mall today, marking the launch of Saucony’s “era 2.0” while underscoring its commitment to expanding its retail presence in prime locations and accelerating its premiumization process. To celebrate the grand opening, Saucony invited renowned actor Louis Koo to attend the unveiling ceremony and experience the new spatial concept and latest product collection at Saucony’s first image store in Hong Kong.



Grand opening of Saucony’s first image store in Hong Kong at K11 Art Mall

The new image store is located at K11 Art Mall, Hong Kong’s premier cultural shopping destination. Spanning over 1,700 square feet, the store takes inspiration from Saucony’s iconic river logo and blends elements of Hong Kong’s street and running culture to create a new experiential space that combines professional running, athleisure, and lifestyle, targeting Hong Kong’s premium consumers and running communities. The new store brings together a wide range of professional running and sports lifestyle products, and will periodically launch limited-edition items and colorways exclusive to the Hong Kong image store, offering continuous surprises to local running enthusiasts and trendsetters. The store also features a dedicated foot-scanning experience zone equipped with analytical devices, enabling customers to understand their foot characteristics and specific running needs to select their best-fitting running shoes. In addition, the store will occasionally spotlight the brand’s running events on its community noticeboard, further fostering connections with the local running culture and driving community engagement.



Saucony’s first image store in Hong Kong at K11 Art Mall



“Saucony Run As One Hub” pop-up experience zone

To celebrate the official opening of its first image store in Hong Kong, Saucony also launched the “Saucony Run As One Hub” pop-up experience zone at the K11 Art Mall Piazza from 23 June to 6 July. Centered on the brand’s iconic running heritage, the zone offers Hong Kong runners and consumers a comprehensive look into the brand’s history and running spirit.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep International Holdings Limited, said, “The grand opening of Saucony’s first image store in Hong Kong represents an important milestone in the brand’s development. This move signals Saucony’s official entry into the “era 2.0” and reflects the Group’s strategic determination to elevate the brand to new heights while further strengthening brand momentum and reinforcing its premium brand positioning. As a heritage brand with over a century of history, Saucony has been successful in building up its premium brand image and effectively focusing on running and social elites. This has enabled the brand to gather strong growth momentum, solidifying its role as the Group’s secondary growth engine. Looking ahead, Saucony will continue to increase brand investment, expand its presence in premium retail locations, and broaden its product portfolio by accelerating the launch of apparel and lifestyle collections, further strengthening its duality as a performance authority for athletes and a refined lifestyle brand for the premium market. We will also continue to capitalize on the synergies among the Group’s three core brands, namely core Xtep brand, Saucony, and Merrell, to leverage their complementary strengths and reinforce our market leadership as the ‘No.1 Running Brand in China’.”

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Saucony Hong Kong Image Store

Shop G05A & B, G/F, K11 Art Mall, 18 Hanoi Road, Tsim Sha Tsui

About Saucony

Founded in Pennsylvania, USA, in 1898, Saucony is a century-old running heritage. Always upholding its core philosophy of professionalism and innovation, the brand is dedicated to empowering professional athletes and sports enthusiasts through culture, technology, and style. With this foundation, Saucony continuously drives the development of running and high-end sports lifestyles. As a world-leading performance running brand, Saucony offers a diverse product collections encompassing high-performance racing shoes, classic retro sneakers, and versatile sportswear. Driven by award-winning technologies—including incrediLUX, incrediRUN, PWRRUN™HG, PWRRUN™PB, and PWRRUN+™ foam materials, alongside the SPEEDROLL™ Technology — the brand continues to lead technological innovation across road running, trail running, and retro footwear.

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 8,000 stores.

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26 June 2026*

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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