



Xtep International Holdings Limited

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

XTEP Unveils World-Class Dual Flagship Running Shoes Ushering China's Running Footwear into a New Era of All-Scenario Running

26 August, 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) held the “RUN TO X: Run Toward Infinite Possibilities” 2026 All-Scenario Running New Product Launch Conference in Shanghai on August 21, where two highly anticipated flagship technologies, namely “GT1200” top carbon racing technology and “XTEP FLOAT” zero-gravity cushioning technology made their debut. Leveraging these two core underlying technologies, XTEP has also launched the “160X8.0 Series” racing running shoes, the “Airflow Zero Series” cushioning running shoes, and the “2000KM 5.5PRO” training running shoes, establishing a full-gradient product system covering “elite racing + professional training + mass daily running” to comprehensively meet equipment needs across all scenarios.



Xtep’s “RUN TO X: Run Toward Infinite Possibilities” 2026 All-Scenario Running New Product Launch Conference



Xtep unveils two flagship technologies: “GT1200” top carbon racing technology and “XTEP FLOAT” zero-gravity cushioning technology

Full-gradient Product Offering – enabling a strategic leap from “the choice of champions” to “running for all”

The brand-new “160X8.0 Series” racing running shoe comprises three models: “160X 8.0 ULTRA”, “160X 8.0 PRO”, and “160X 8.0”. Tailored for top-tier racing, elite training, and advanced marathon runners, respectively, this lineup enables marathon enthusiasts of different abilities to find the perfect racing shoes to match their needs. Among them, the “160X 8.0 ULTRA” features the world-leading “GT1200” top-tier carbon-plate, made with T1200 ultra-high-strength carbon fibre – a world first and industry exclusive independently developed by Zhongfu Shenying – propelling professional racing to new technological heights. The “160X 8.0 PRO” focuses on a lightweight upgrade, weighing 17% less than its predecessor at just 179g per shoe, effectively minimizing physical exertion during long-distance running. Meanwhile, the “160X 8.0” is the first to feature a gait-guidance T700 carbon plate, which, paired with a cut-out forefoot design, enhances midfoot and heel support and guides the runner’s gait, effectively correcting landing-force alignment and reducing the risk of sports injuries.

In addition, the Group has dedicated itself to creating the “Airflow Zero” Series as its flagship cushioning line. Powered by the newly developed “XTEP FLOAT” zero-gravity cushioning technology, it strikes a perfect balance between cushioning, rebound and stability, allowing the foot to move freely across different states of movement and delivering a zero-gravity-like underfoot experience. The upper incorporates an adaptive pleated structure that micro-adjusts to open and close – whether walking or exerting force – providing a secure, snug fit around the foot. Paired with a proprietary last developed using data on 400,000 Chinese foot profiles, the “Airflow Zero” series delivers a comprehensive and systematic comfort experience, from foot-shape compatibility and midsole cushioning to arch support and upper lockdown.



“160X 8.0 ULTRA” features “GT1200” top carbon racing technology



The “Airflow Zero” series features newly developed “XTEP FLOAT” zero-gravity cushioning technology

A Decade of Dedication to All-Scenario Running Strategy: Connecting the Nation Through a Runner Ecosystem

Over the past decade, Xtep has consistently upheld the performance of Chinese athletes on the field as the ultimate benchmark for evaluating the quality of its professional running shoes. The “160X” championship running shoe series has empowered athletes to break Chinese marathon records four times in three years, ushering in a new era for the sport in China. To date, the “160X” series has assisted 168 Chinese athletes in winning 727 marathon championships and has maintained the No.1 wearing rate in Chinese marathons for three consecutive years.

Looking ahead, Xtep will continue to deepen its running-for-all strategy. By leveraging the Xtep Runners Club network, which currently comprises 305 local chapters, 2.7 million members and 63 running clubs, the Group will further develop the club network and community ecosystem. It will increase investment in grassroots coach training, club operations, event support and youth running programs, while also enhancing runner services and community engagement. Beyond sponsoring professional races, Xtep will also create diverse platforms for mass-participation running. At present, campus running groups have already been established at 78 universities nationwide, and the “Night to Light” night running campaign has been launched at urban landmarks such as Beijing’s Olympic Forest Park, Changsha’s Orange Isle and Chengdu’s Jincheng Lake, igniting a passion for running in every city. Through this multi-tiered, multi-scenario running ecosystem, Xtep enables runners of different abilities and interests to find their own running community and embark together on the next decade-long journey.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep International Holdings Limited, said, “From striving to catch up with world-class standards a decade ago to now establishing a dual-flagship technology matrix of ‘top-tier carbon-plate racing technology + premium cushioning technology’, Xtep has achieved a significant leap for domestic running shoes. Guided by the spirit of ‘RUN TO X: Run Toward Infinite Possibilities’, Xtep will continue to leverage cutting-edge technology as its foundation, a comprehensive product lineup as its driver, and the runner ecosystem as its bond. By bridging the gap between professional competition and everyday life, Xtep aims to propel Chinese marathon running towards world-class excellence while supporting every stride taken by hundreds of millions of ordinary people.”

- End -

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 around 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.



For further information, please contact:

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

Strategic Financial Relations Limited
Keris Leung / Vivienne Leung / Kelly Zhang
Tel: (852) 2864 4863 / (852) 2864 4862 / (852) 2114 4955
Email: sprg_xtep@sprg.com.hk