

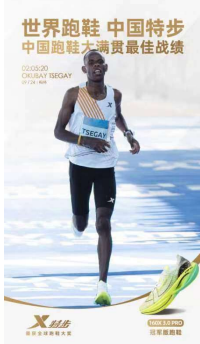


Core Xtep Brand

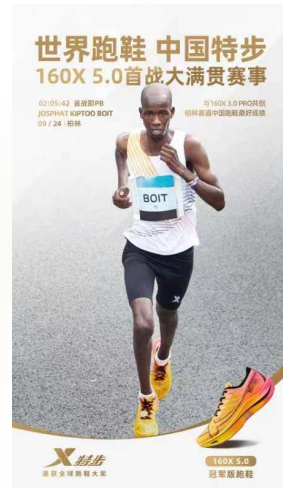


Xtep's championship "160X" running shoe series continues to help marathon runners scale new heights

Xtep's championship running shoe series "160X" continued to help runners achieve outstanding results in marathons. At the Berlin Marathon, Josphat Kiptoo Boit set a new personal record of 2:05:42 while wearing Xtep's new generation championship running shoe series "160X 5.0".



In the same event, Okubay Tsegay, wearing Xtep's "160X 3.0 PRO" running shoes, finished in 2:05:20, achieving the best time ever recorded by Chinese running shoes at the Marathon Grand Slams. Additionally, Othmane El Goumri, wearing "160X 3.0 PRO" running shoes, triumphed in the Sydney Marathon, which was awarded the World Athletics Road Race Elite Platinum Label.



The championship series also proved instrumental in helping runners achieve exceptional performance in domestic marathons. At the Shenyang Marathon, the "160X" series helped runners win the men's and women's marathon championships and break the women's race record with a time of 2:31:50.



MARATHONS

"Xtep Kids" brand upgraded to help teens develop their athletic skills with professional gear



Xtep Kids



Xtep Kids unveiled new products at Douyin's "New Power of Trendy Children AW23". The "Sports. Protection" series features quick-drying compression for muscle support, flexibility and warmth. The "Universe. Triumph" series incorporates innovative "Fun Flash" technology, making it reflective and eye-catching at night, and fluorine-free waterproof fabric that is more environmentally friendly. The "Explore. Keep Warm" outdoor series uses Heat-Reverse IV technology, super fluffy 600+ insulation, and windproof, rainproof, and snowproof fabrics to help teens stay warm in the winter.

PRODUCTS



K-Swiss

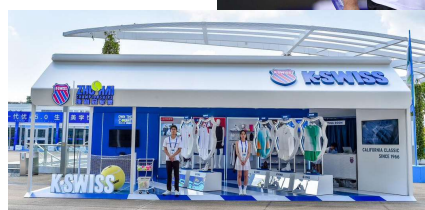


K-Swiss became gold sponsor of the Zhuhai Championships 2023

The China season of the ATP Tour kicked off with the Zhuhai Championships 2023 at Hengqin Tennis Center from 20th to 26th September, with K-Swiss proudly serving as the gold sponsor. The match brought together elite male tennis players from around the world. The sponsorship demonstrates K-Swiss' ambition and determination to dominate the tennis market, and embodies K-Swiss' vision of supporting the high-quality development of tennis in China.



As the gold sponsor, K-Swiss is committed to providing full support for the event, including supplying gear to caddies and staff. K-Swiss is dedicated to instilling the values of confidence and composure in competition, while promoting a refined and elegant lifestyle to tennis and sports enthusiasts worldwide.



SPONSORSHIP

Palladium unveiled new PAMPA DOME store at Beijing Chaoyang Joy City



Palladium



Palladium successfully opened a new store in Beijing Chaoyang Joy City on 23rd September. As one of the representatives of Beijing's core commercial area, Beijing Chaoyang Joy City is home to a number of sports and fashion brands, making it a place for young shoppers to check in.

Located on the fourth floor, the store adopts Palladium's new store image, PAMPA DOME, inspired by western churches, with a dome and arch extending to such display areas as the fitting rooms and walls. The store

offers core product lines aligned with the changing seasons. In addition to the outerwear products modeled by the brand's spokesperson Tan Jianci, the store also offers highly popular co-branded products with such labels as Karl Lagerfeld and the breakdancing.

BRANDING

Saucony



Saucony x LAMFO "MILES KILLA Capsule Series" unveiled

Saucony and the creative brand LAMFO teamed up to launch the "MILES KILLA Capsule Series", inspired by runners' dedication to training and transformation. The series includes the "ENDORPHIN PRO 3", which features an S-curve full-foot shovel-shaped carbon plate for optimized transition while running. The 39.5mm PWRRUN PB midsole offers lighter cushioning, and the unique larger hole mesh upper enhances breathability and foot wrap. The visible carbon plate on the hollow outsole adds a distinctive technological touch to the shoe.



PRODUCTS