



Core Xtep Brand



Xtep's championship running shoes empower numerous runners to achieve excellent results

On 3rd December, Xtep's "160X 5.0 PRO" assisted Yang Shaohui's to shatter the national record for Chinese male marathon runners once again with a time of 2:07:09 at the Fukuoka Marathon, setting a new milestone in his professional career. Additionally, Xtep dominated its leading position among sub-3 hour runners at the 2023 Shanghai and Beijing Marathons with a 35.5% and 35.6% wear rate, respectively, surpassing renowned international brands and receiving significant market recognition. Among them, Xtep's "160X 5.0 PRO" claimed the top spot in both marathons among the sub-3 hour runners. At the Shanghai Marathon held on 26th November, Wu Xiangdong, equipped with Xtep's "160X 5.0 PRO" running shoes, achieved a monumental feat by clinching his first domestic championship in a Platinum Label race.



In addition, on 12th November, 30,000 runners took part in the Nanjing Marathon. Kitwara, wearing Xtep's "160X 2.0" running shoes, broke the race record with a time of 2:10:48 and Liu Min came first in the women's race with Xtep's "160X 3.0 PRO". On 19th November, Dong Guojian, wearing the "160X 5.0 PRO", led the race at the final stop of the National Marathon Championship in Hefei, and eventually went on to win the championship. The "160X" series also helped Luo Guoshun set a new personal record, meeting international elite athlete standards for the first time.

Xtep Running Club opened in Xi'an



The Xtep Running Club in Daming Palace, Xi'an, began trial operations on 29th October, representing the 20th running club opened by Xtep in Mainland China and the world's first running club to be situated in a UNESCO World Heritage Site. In locating the club at the Daming Palace Relic Park, Xtep has infused sports vitality into Xi'an, an ancient city with a profound historical heritage, and fostered collaborative development with various industries through the unifying power of running.

RUNNING



Xtep sponsored the charity walk organized by Youth Outreach in Hong Kong

On 18th November, Xtep became one of the sponsors of "YO! Let's Walk the Road 2023", a charity walk held by Youth Outreach in Hong Kong. The activity aimed at supporting at-risk youths, with the goal of helping them grow up to become responsible members of the community. Xtep also invited employees to participate in the event. They all enjoyed the various booths that were erected by youngsters as their means of positively contributing to society.



SUSTAINABILITY

**Palladium****Palladium unveiled new stores in Hong Kong and Shenzhen**

On 5th November, Palladium's new store official opened at Langham Place, Mongkok. Showcasing a fresh image, the store offers a wide range of apparel collections and multifunctional footwear, catering for the diverse needs of explorers. To celebrate the grand opening, Palladium partnered with the renowned British sustainable sports brand Finisterre to launch the iconic waterproof collection "Pallatrooper Hiker WP+", available exclusively at the newly opened Langham Place store.



On 18th November, Palladium expanded its presence in South China with the opening of its first branch at Shenzhen Mixc World. Bringing a touch of classic retro style, the store adds vibrant colors to the shopping mall; creating a trendy, chic and warm destination for consumers seeking winter wear inspiration.

BRANDING**K-Swiss sponsored Oakley Hong Kong Open Pickleball Championships 2023****K-Swiss**

K-Swiss has been a dedicated supporter of tennis and has taken an active role in promoting pickleball in recent years. On 5th November, K-Swiss sponsored and partnered with the Oakley Hong Kong Open Pickleball Championships 2023, the largest international pickleball tournament in Hong Kong. K-Swiss supplied sports shoes to the event organizer and guests for the day and offered high-performance tennis shoes as prizes to the winners. Through various types of sponsorship, K-Swiss has successfully raised brand awareness among local and international athletes.

SPONSORSHIP**Saucony****Saucony and well-known Hong Kong running gear store Cam2 Sport set up TEAM SAUCONY**

Saucony and Cam2 Sport, a Hong Kong running gear store, invited elite runners Wong Ka Fung, Brian Lo, Wong Hon Kwan, and Alan Yeung to establish TEAM SAUCONY. Through TEAM SAUCONY, Saucony aims to provide professional running gear to talented and aspiring runners, encouraging them to go beyond their limits and embrace challenges on the track. In early November, TEAM SAUCONY participated for the first time in the "GO Run Together 8KM Challenge", organized by St. James' Settlement, and won the team challenge championship.

**BRANDING**