



Core Xtep Brand



Xtep's championship running shoes witnessed the birth of 15 championships in a single day

The "Marathon Super Weekend" took place on 29th October in various cities across Mainland China. Xtep's championship running shoes made a significant contribution to the exceptional performance of athletes resulting in the crowning of 15 championships across different categories, such as Beijing Marathon, Xi'an Marathon, Chengdu Marathon, Changsha Marathon and Zhengzhou Marathon. Moreover, Xtep's "160X 5.0 PRO" played a key role in Ethiopian runner Buzunesh Getachew's victory in the women's marathon championship in Frankfurt, setting a new personal best by over three minutes.



Additionally, Xtep achieved an impressive 35.6% wearing rate among "Sub-3-Hour Marathoners" at the Beijing Marathon, surpassing major international brands to secure the top position for the first time and indicating an significant increase from 2022 of 4.6%.

MARATHONS

Xtep empowered athletes to achieve outstanding results at Hangzhou sports event



On 5th October, Xtep "160X 3.0 PRO" running shoe assisted He Jie in claiming China's first men's marathon title at Hangzhou sports event. Wearing the same shoe, Yang Shaohui earned the bronze medal. On 7th October, China's breakdancing team member Liu Qingyi wearing Xtep "MAXX" shoe claimed China's first gold medal in breakdancing.

On 29th September, Xtep's sponsored athletes Yang Jiayu and Gong Lijiao also achieved outstanding results at Hangzhou sports event. Yang won her 2nd Asian championship in the women's 20km race walking event and Gong won gold in the women's shot put event, achieving China's 12th championship in a row in this category.



SPONSORSHIP

Xtep announced operational updates on business in Mainland China for the third quarter of 2023



On 16th October, Xtep announced its 2023 third quarter operational updates. Retail sales of the core Xtep brand including online and offline channel achieved a high teens year-on-year growth with a retail discount ranging from 25% to 30%, and a channel inventory turnover of 4.5 to 5 months.

Xtep remains optimistic about the resilience and growth potential of the sportswear industry of Mainland China in the long term. The Group will continue to be committed to maintaining its competitive edge in running to take the business to new heights.

BUSINESS UPDATES



K-Swiss

**K-Swiss brand spokesperson Zhang Zhizhen claimed men's tennis singles gold at Hangzhou sports event**

On 30th September, K-Swiss brand spokesperson Zhang Zhizhen delivered an outstanding performance and won the gold medal in the men's tennis singles final of the Hangzhou sports event. K-Swiss remains dedicated to support the development of Chinese tennis and undoubtedly witness the birth of more legends.



SPOKESPERSON

Saucony launched "2K CAVALRY Chevalier Shoe"

Saucony



Saucony launched the "2K CAVALRY Chevalier Shoe" that incorporates "Y2K" fashion aesthetics, striking a perfect balance between the classic "COHESION 2K" design and popular modern elements. The new design not only prioritizes fashionable appearance but also embraces the adoption of modern technologies and innovative materials to convey a sense of the future technological style, catering to the dual pursuit of fashion and sports among young people.

PRODUCTS

**Sponsorship in UBS HK Family Sports Day to help promote physical health**

Saucony provided sportswear support for the UBS HK Family Sports Day on 28th October which serves as a flagship gathering for UBS staff and their families, aimed to promote physical health. With exceeding 700 participants, the event also invited two outstanding athletes, Stephanie Au and Shek Wai Hung, to share their inspiring stories and celebrated one of the colleagues, Anson Chan, who recently won a silver medal in roller skating at the Asian Championship.



SPONSORSHIP

Merrell

**Merrell's new products for AW23 hit the market**

Merrell's new series of AW23 products provide the perfect combination of winter fashion and warmth. The "Truffle Bread" reversible sherpa jacket made of the popular teddy fleece provides an effective barrier against the cold. The "Caterpillar Bread" down jacket is filled with lightweight and warm white down, ensuring optimal warmth and comfort. The well-designed "Seaweed Bread" camping shoe uses "Bloom" environmentally friendly seaweed material, offering both fashion and warmth while being suitable for various scenarios.



PRODUCTS