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Xtep International Holdings Limited
特步國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1368)

**OPERATIONAL UPDATE ON BUSINESS IN CHINA FOR
THE FOURTH QUARTER OF 2017**

This announcement is made by the board of directors (the “**Board**”) of Xtep International Holdings Limited (the “**Company**,” together with its subsidiaries, the “**Group**”).

During the fourth quarter of 2017, the average same store sales performance (at retail value) recorded a high-single-digit growth. The retail discount levels continue to narrow, and retail inventory was kept at a healthy level of around 4 months range. Same store sales reflects sales performance from those physical stores in operation for longer than one year. This accounts for approximately 60-70% of total Xtep brand store count.

The Company’s shareholders and potential investors should note that the above announcement is made based on unaudited operational data of the Group and this data has not been audited or reviewed by the Company’s auditors.

The Company’s shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board of
Xtep International Holdings Limited
Ding Shui Po
Chairman

Hong Kong, 9 January 2018

As at the date of this announcement, the executive Directors of the Company are Mr. Ding Shui Po, Ms. Ding Mei Qing, Mr. Ding Ming Zhong; non-executive Director is Mr. Ho Yui Pok, Eleutherius; and the independent non-executive Directors are Mr. Tan Wee Seng, Dr. Gao Xian Feng and Dr. Bao Ming Xiao.