



Xtep Sets Up Its Largest-Ever Marathon Carnival Sales Booth To Celebrate Its 4th Consecutive Year Sponsoring The Standard Chartered Hong Kong Marathon

(21 January 2015, Hong Kong) – Following last year’s successful sales booth debut in the Hong Kong Marathon Carnival, leading PRC-based fashion sportswear enterprise **Xtep International Holdings Limited** (“Xtep” or the “Company,” together with its subsidiaries, the “Group”) (Stock code: 1368) has set up its largest-ever Marathon Carnival Sales Booth at Victoria Park over last weekend to celebrate its fourth consecutive year as the official apparel sponsor for the event. Xtep has continuously promoted running as a healthy sport for all age groups and cheered for all race participants through various marketing activities. The sales performance this year has been even more encouraging compared to last year’s, as Xtep has generated a turnover approaching a six-digit total during the two-day Marathon Carnival with some Xtep running-related items swiftly selling out. This impressive sales performance not only confirms Xtep’s market-leading position in running as a preferred “Runners’ Choice” but also fully demonstrates market demand for Xtep products.

Guided by the “Love Running, Love Xtep” brand spirit, Xtep showcased a wide range of running-related products and marathon running shoes recently launched in the first quarter of 2015 at its booth, offering runners a brand-defining shopping experience. After picking up the runner’s pack, participants could take photos in front of the 3D photo backdrop with Xtep’s mascot, “Xtep Baby,” and have the chance of winning maximum HK\$150 cash coupon by spinning the wheel of fortune. In addition, the Group has also held an “Xtep • New Step Running T-shirt Design Contest” on Facebook this year whereby the winners had a photo opportunity with their designs at this memorable moment.

Photo Caption

Photo 1: Xtep held an “Xtep • New Step Running T-shirt Design Contest” on Facebook early this year the winners took photos with their designs with certificates and cash coupons to capture the moment



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Photo 2: Mr Sanjiv Mahbubani, International Sales and Marketing Director, and General Manager of Xtep International Holdings Limited, and Mr Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association, pose for a photo with Xtep's mascot, "Xtep Baby," in front of the 3D photo backdrop



Photo 3: Xtep's largest-ever Marathon Carnival Sales Booth



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Photo 4: Xtep's largest-ever Marathon Carnival Sales Booth



Photo 5: Xtep's largest-ever Marathon Carnival Sales Booth



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About Xtep International Holdings Limited (Stock code: 1368)

Listed on June 3, 2008 on the Main Board of the Hong Kong Stock Exchange, Xtep is a leading PRC-based fashion sportswear enterprise. It is principally engaged in the design, development, manufacturing, sales and marketing, and brand management of sportswear products, including footwear, apparel and accessories. During the past several years, Xtep has been actively implementing its sports marketing strategy with a focus on running and football. It boasts an extensive distribution network of more than 7,000 stores nationwide covering 31 provinces, autonomous regions and municipalities across the PRC. For more information, please visit Xtep's corporate website: www.xtep.com.hk.

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