



Xtep Sponsors Standard Chartered HK Marathon for the 4th Consecutive Year

Provides Running Apparel for All Runners and Inaugural Youth Dash Run

Xtep Runners Club Members Capture Individual Championships in Both Full and Half Marathon

(26 January 2015, Hong Kong) – The 19th 2015 Standard Chartered Hong Kong Marathon has successfully been completed yesterday. Serving as the official apparel sponsor for the fourth consecutive year, **Xtep International Holdings Limited** (“Xtep” or the “Company,” together with its subsidiaries the “Group”) (stock code: 1368) has allied with the event organizer and held the first-ever Youth Dash Run this year, in order to promote running as a healthy sport to the young generation, as well as providing teenagers aged 12 to 15 with the experience of participating in a major running competition. To show its active support to developing the sport among the youth, Xtep has customised the apparel for Youth Dash Run participants.

In order to promote the Xtep running spirit, since 2012 Xtep has recruited professional runners from all over China to form the Xtep Runners Club team. The Club has attracted approximately 13,000 members as at today and participates in marathons around the world every year. This year, Liu Yong from Chongqing, who joined the Xtep Runners Club in 2013 achieved a triumph for the team by winning the Men’s Master 2 full marathon champion with a time of 2 hours 40 mins 52 secs, which is a brilliant result in the category. In addition, another Xtep Runner Club member Li Shaozhuang, who also joined in 2013 has also gained the champion of the men’s half-marathon, the first overall to cross the finish line in 1 hour 10 mins 44 secs.

In order to enhance the competition standard, Xtep has also sponsored four professional runners from Ethiopia to join the full marathon this year: two male runners Siraj Gena and Wosen Zeleke Demse, and two female runners, Rehima Kedir last year’s women’s full marathon winner and Serkalaem Taye Gulilat. The two female runners have finished sixth and seventh in the women’s full marathon. In addition to the above sponsorships, Xtep has also partnered with the Hong Kong University Marathon Team for the third year as their team apparel sponsor.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, “Due to the Group’s solid sponsorship experience of major international marathons, Xtep was selected among its industry peers as the official apparel sponsor for this leading international marathon for the fourth consecutive year. Guided by the ‘Love Running, Love Xtep’ brand spirit, Xtep sponsors more than ten

international marathon held in major cities across Greater China such as Hong Kong, Tianjin, Chongqing, Xiamen, Hangzhou, Yangzhou and Guangzhou every year. The strong sponsorship resources committed to marathons has strengthened the brand recognition of Xtep as a market leader in sportswear in China. Riding on the recent marathon craze, we will continue to launch more quality products for running to seize greater market share while promoting the sport as a healthy recreation to a wider general public.”

Photo caption

Photo 1: Mr. Alexander Leung, Vice-Chairman (Finance and Administration), Hong Kong Amateur Athletic Association (front row, fifth right); Mr. Terry Ho, Executive Director and Chief Financial Officer of Xtep (front row, sixth left) and Mr. Eason Guo, Director of Branding Management (front row, fifth left) are the officiating guests of the Full Marathon Run 2.



Photo 2: A group photo of Mr. Terry Ho, Executive Director and Chief Financial Officer of Xtep (second left) with Professor Peter William Mathieson, President and Vice-Chancellor of the University of Hong Kong, (third left) and the members of the University of Hong Kong Marathon Team after finishing the race. This year marks the third consecutive year for Xtep as the apparel sponsor of the team.



Photo 3: Mr. Terry Ho, Executive Director and Chief Financial Officer of Xtep (left), and Xtep Runner Club's Liu Yong (right) the Men's Master 2 full marathon champion.



Photo 4&5: Mr. Terry Ho, Executive Director and Chief Financial Officer of Xtep (middle), and the four Ethiopian professional marathon runners sponsored by Xtep.



Photo 6-9: Standard Chartered Hong Kong Marathon 2015 has added the inaugural Youth Dash Run this year. The quota was full shortly after applications opened, reflecting the popularity of the race.



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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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