



Xtep Sign Extensive Cooperation Agreement with Tmall, a New Chapter for “Internet +” Apparel Sales

(6 August 2015, Hong Kong) – Leading PRC-based fashion sportswear enterprise **Xtep International Holdings Limited** (“Xtep” or the “Company”, together with its subsidiaries, the “Group”) (Stock code: 1368) is pleased to announce that the Company has signed an extensive cooperation agreement focusing on deeper cooperation with Tmall. Xtep will use Alibaba’s extensive sales network and merchandising system on brand and product promotion, jointly opening a new chapter for “Internet +” apparel sales. According to the agreement, Xtep E-commerce and Tmall will work closely together in new product launches, O2O, digital operation, celebrity endorsement, brand promotion, service innovation, etc. At the same time, Tmall will also launch a “Potential Client Campaign”, providing Xtep e-commerce with more operational data, increasing transaction volume as Xtep joins the big data economic era.

This stronger cooperation will accelerate the integration of Xtep’s offline and online platforms, pave the way for O2O development, and shorten the time and distance between products and consumers. Popular items will be delivered to retail-end in advance based on customer feedback, and retail stores will become the shipping point. Simultaneously,, Company will streamline order processing and quickly locate the nearest shop, all aimed at achieving same day or next day delivery of products to customers.

As Tmall’s key strategic partner, **Mr. Ding Shui Po, Chairman and Chief Executive Officer** of Xtep, attended the Tmall Apparel Strategic Cooperation Conference to proudly witness a new milestone achieved by Xtep E-commerce. Mr. Ding said, “The strengthened collaboration will bring a new lifestyle concept to consumers from our brand and data driven platform, facilitate the integration of offline and online operations and enhance the shopping experience of consumers, especially valuable to us is the ability to access to more than 350 million individual consumers.”

Xtep “3+” strategy

The partnership with Tmall marks another important initiative under Xtep’s “3+” strategy, after the strategic agreement signed with S.F. Express on 22 July 2015. Driven by goal of ensuring speedy efficient delivery and service experience for consumers, Xtep E-commerce will continue to improve, pushing ahead to a new speedy shopping era!

6 August 2015



Photo Caption:

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep (left 5) was in attendance in the Tmall Apparel Strategic Cooperation Conference



Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep (right) and Mr. Daniel Zhang, Chief Executive Officer of Alibaba Group (left)

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About Xtep International Holdings Limited (Stock code: 1368)

Listed on 3 June 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 or scan the Group’s Wechat QR code below (or search by : xtepholdings or 特步控股)



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