



## **Xtep Presents Latest 2016 Sporting Gear at Standard Chartered Hong Kong Marathon Carnival**

(12 January 2016, Hong Kong) – January 9-10, 2016 marketed another successful annual Standard Chartered Hong Kong Marathon Carnival. As the official exclusive apparel sponsor of the event for the fifth consecutive year, **Xtep International Holdings Limited** (“Xtep” or the “Company”) (stock code: 1368), a leading PRC-based fashion sportswear enterprise, setup the largest booth during the carnival to bring a two-day pop up store to Hong Kong, so the public can experience Xtep products first hand as the company has no physical store in Hong Kong yet. The company is encouraged to see sales doubling from last year, which shows enhanced quality and increased acceptance of Xtep products by a n international market like Hong Kong.

Xtep showcased its latest collection of running shoes, outfits and accessories available in 2016, including three professional footwear series which have adopted the latest “Dynamic Foam”, “Reactive Coil” and “Air Mega” technologies, and the new line of running apparel incorporating “Seamless”, “Super Cool” and “Super Dry” technologies. The products feature both fashionable and professional elements, offering an “Extraordinary Feeling” for runners. All products sold focuses on professional running wear, with technological improvements in shoes, and new offerings in apparel such as ladies sports gear and running tights. In particular this year, Xtep created special Standard Chartered Hong Kong Marathon limited edition products to celebrate the 20<sup>th</sup> anniversary of Standard Chartered Hong Kong Marathon.

This begins a strong year for Xtep in marathon sponsorship. The Company sponsored 17 marathons in 2015, the most number by any brand in Greater China. In 2016, the Company targets to surpass that number, to solidify the impression of Xtep as the runner’s choice brand in China.

*Xtep Presents Latest Sporting Equipment for 2016 at  
Standard Chartered Hong Kong Marathon Carnival  
11 January 2016*

Photo captions

Photo 1: Mr. Terry Ho (right), Executive Director and Chief Financial Officer of Xtep, presents a Standard Chartered Hong Kong Marathon 20th anniversary special edition T-Shirt to Mr. Kwan Kee (left), Chairman of Hong Kong Amateur Athletic Association



Photo 2: Carnival-goers react extremely well to Xtep products with many items quickly selling out



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Photo 3: Some of the products for sale at 2016 Carnival



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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. Xtep is a constituent of Hang Seng Global Composite Index and Hang Seng Composite Index Series.

For more information, please visit Xtep's corporate website: [www.xtep.com.hk](http://www.xtep.com.hk), or scan the following QR code to follow the Group's official WeChat (can also search on WeChat: xtepholdings 或特步控股):



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