



## **Xtep's First-ever Fashion Show in Hong Kong to Celebrate its 5th Consecutive Year as Exclusive Apparel Sponsor of the Standard Chartered Hong Kong Marathon**

(15 January 2016, 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) successfully held its first-ever fashion show in Hong Kong to showcase its 2016 new collection yesterday.

More than 100 exclusive guests attended the event and shared in the celebration of Xtep serving as the exclusive apparel sponsor of the Standard Chartered Hong Kong Marathon for the fifth consecutive year in 2016. This year marks the 20th anniversary of the competition which is Hong Kong largest participatory annual sporting event.

**Mr. Ho Yui Pok, Terry, Executive Director and Chief Financial Officer** of Xtep mentioned that “Xtep is proud to be a major sponsor in this widely celebrated event for the city and across the world. As the Marathon received Gold label status, it is attracting more and more international participants. Xtep, as provider of the official t-shirt for the 74,000 runners in the Marathon this year, and sponsor of all official gear worn by staff and VIPs, strives to provide the best running performance and experience for participants by providing top class quality products.”

The fashion show showcased professional sportswear by Xtep, which is the focus of the company going forward. The items featured a distinctive combination of high functionality and stylish designs. Xtep also had special edition t-shirts made for the Marathon this year with official logo of the event. The Company hopes to celebrate this special Hong Kong event with the wider community even beyond the participants. During the freestyle football show, Xtep exhibited the functionality of its professional football gear, which will be launched on the market in the third quarter of 2016.

“We hope to show our commitment to quality, functionality and style through this first ever fashion show in Hong Kong reinforcing our “Products +” strategy. We want to introduce our new football products which has exciting prospects for our brand image and sales. Finally, we want to share with the Hong Kong community our commitment to Standard Chartered Hong Kong Marathon.” said Mr. Ho.

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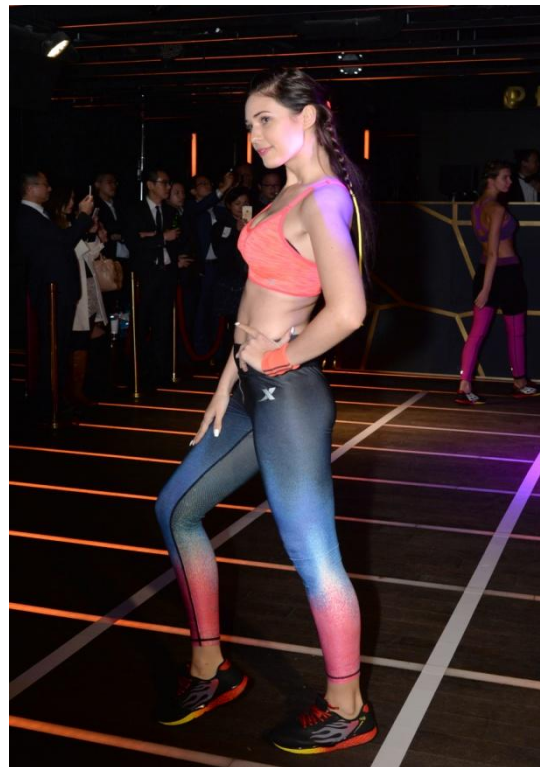
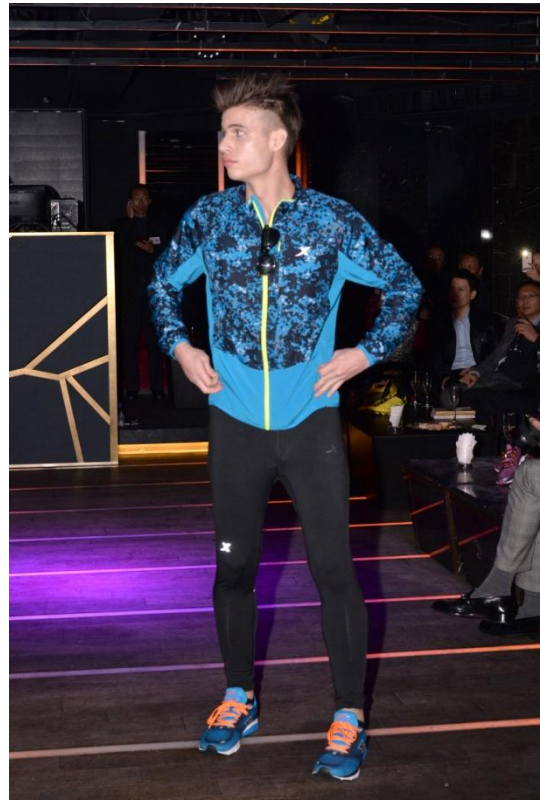
Mr. Ho Yui Pok, Terry (middle), Executive Director and Chief Financial Officer of Xtep and models showcasing Xtep sportswear at the 2016 Fashion Show



Left to right: Ms. Leah Liu, Investor Relations Director of Xtep, Mr. William Ko, Chairman of Organizing Committee, Marathon Secretariat of Hong Kong Marathon, Mr. Terry Ho, Chief Financial Officer of Xtep, Mr. Kwan Kee, Chairman of Hong Kong Amateur Athletic Association and Mr. Alexander Leung, Marathon Management Committee Celebrating Standard Chartered Hong Kong Marathon Together

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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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