



Xtep Successfully Sponsors Standard Chartered Hong Kong Marathon for the 5th Consecutive Year, the Runners' Choice for Official Apparel

(19 January 2016, Hong Kong) – The 20th running of the Standard Chartered Hong Kong Marathon was successfully completed this past Sunday (January 17, 2016). As the exclusive apparel sponsor for the fifth consecutive year, **Xtep International Holdings Limited** (“Xtep” or the “Company,” together with its subsidiaries the “Group”) (stock code: 1368) provided running apparel to a record high of 74,000 participants, as well as all of the official gear worn by staff and VIPs.

To show Xtep’s active support of the Marathon, Hong Kong sporting events, and Greater China marathon events, **Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep** officiated at the starting ceremony of the Half Marathon Run 1 and the prize presentation ceremony for Half Marathon Challenge Women’s Junior. While **Mr. Terry Ho, Executive Director and Chief Financial Officer of Xtep**, achieved his personal best time in the 10KM Run 3.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, congratulated all the runners who took to the road to participate in this year’s Marathon in the pouring rain. He states, “We are proud to be the official apparel sponsor for this International Association of Athletics Federations Gold Label marathon for the fifth consecutive year. We have received compliments from runners and officials alike on the improvement of our products over the past five years. This year, we not only saw participants wearing the official sponsored Xtep t-shirts during their run, but many also adorn the special edition Xtep seamless technology t-shirt with Marathon logo. More and more runners are choosing Xtep products for this important annual event in their life, we are happy to see the increasing acceptance by Hong Kong market of our products.”

As the sportswear brand sponsoring the most marathons in Greater China region in 2015, Xtep has successfully solidified its leading position in the sportswear industry by diligently executing its ‘3+’ business strategies. Xtep achieved “Products+” by upgrading its professional sportswear series, applying advanced technologies in material and assembly technique, increasing quality and comfort. For the ‘Sports+’ strategy, in the first few weeks in 2016, Xtep has already sponsored two Gold Label international marathons, the Xiamen International Marathon and Standard Chartered Hong Kong Marathon. Xtep will continue to focus on sponsoring more running events, in 2016, we target to surpass the 17 marathon sponsorships we successfully executed in 2015. ‘Internet+’ will come to Hong Kong this year, we plan to bring Xtep products to Hong Kong via e-commerce and to spread our Xtep Running Club beyond China. Established in 2012, the Running Club has now more than 30,000

members, who participate in local Xtep training camps and leading marathons all around the world. In this Standard Chartered Hong Kong Marathon, around 20 Xtep Club runners joined from China and all completed full marathons despite the difficult road conditions. More than 150 runners joined from China through Xtep in the Standard Chartered Hong Kong Marathon this year, and the Company continues to be actively involved in Greater China running events as it strives to solidify its position as the runner's choice of China.

Photo caption

Photo 1: Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep as an officiating guest of Standard Chartered Hong Kong Marathon 2016



Photo 2: Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, and Ms. Leah Liu, Investor Relations Director of Xtep and cheerleaders cheer for runners at the starting line



Photo 3: Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep officiates at the prize presentation ceremony for Half Marathon Challenge Women's Junior



Photo 4 : Left to right - Mr. Terry Ho, Chief Financial Officer of Xtep, Mr. William Ko, Chairman of Organizing Committee, Marathon Secretariat of Hong Kong Marathon, Mr. Ding Shui Po, Chairman and Chief Executive Officer and Mr. Kwan Kee, Chairman of Hong Kong Amateur Athletic Association



Photo 5 : Mr. Terry Ho, Executive Director and Chief Financial Officer of Xtep and his team participates in 10KM RUN 3 in the rain



Photo 6 : Mr. Ding Shui Po, Chairman and Chief Executive Officer (middle), Mr. Terry Ho, Executive Director and Chief Financial Officer (right) and Ms. Leah Liu, Investor Relations Director of Xtep (left). Mr. Ho is wearing Xtep's special edition Standard Chartered Marathon seamless technology t-shirt.



Photo 7 : Mr. Ding Shui Po, Chairman and Chief Executive Officer, Terry Ho, Executive Director of Xtep , TVB artists, model , TV and Radio anchors



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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, 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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