



Xtep International Holdings Limited

Incorporated in the Cayman Islands with Limited Liability (HKSE Stock Code: 1368)

Apology Statement

19 April 2024, Hong Kong – On 14 April, during the Beijing International Long-Distance Running Festival 2024 - Beijing Half Marathon Men's event, the performance and result of an athlete sponsored by Xtep led to controversy. Regarding this matter, Xtep sincerely expresses our heartfelt apologies to the vast number of runners and consumers who have been supporting Xtep.

In preparation of the event, Xtep had invited four foreign athletes to serve as pacers for Chinese athlete He Jie. Xtep staff made errors during the registration process by not marking their pacer identity, leading them to participate as invited athletes, resulting in a discrepancy between their identity and actions.

We bear significant responsibility for this incident and fully accept the penalties imposed by the organizing committee. We are committed to serious introspection and rigorous evaluation, and will take stringent measures against all personnel involved. We will deeply reflect on this incident and draw valuable lessons from it, undertake a comprehensive review of all procedures and systems related to race operations, and make timely corrections to ensure that such incidents do not occur again in the future.

We sincerely appreciate the attention, criticisms, and suggestions from the media friends and netizens in the past few days. It demonstrates their care and deep affection for Xtep, for which we are sincerely grateful. Moving forward, Xtep will continue to welcome public oversight, steadfastly uphold the principles of fairness and integrity in sports, diligently work to reinforce a positive athletic climate, and support the development of road running in China.

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About Xtep International Holdings Limited

Xtep International Holdings Limited (SEHK stock code: 1368) is a leading multi-brand sportswear company listed on the Main Board of the Hong Kong Stock Exchange in 2008. The Group principally engages in the design, development, manufacturing, sales, marketing and brand management of sports products covering footwear, apparel and accessories for adults and children. With a diverse brand portfolio encompassing the core Xtep brand, K-SWISS, Palladium, Saucony and Merrell to strategically target the mass market, athleisure and professional sports segments, the Group has an extensive global distribution network and more than 8,500 stores in Asia-Pacific, North America and EMEA.

Xtep is a constituent of the MSCI China Small Cap Index and Hang Seng Composite Index Series, and is an eligible stock under the Shanghai-Hong Kong and Shenzhen-Hong Kong Stock Connect. For more information, please visit Xtep's corporate website: www.xtep.com.hk or scan the Group's Wechat QR code below.



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