



Xtep International Holdings Limited

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Newsletter



Core Xtep Brand

Xtep Gold Label store opened in Shanghai

In December, Xtep opened the Gold Label running store in Shanghai, positioning it as a premium sports experience destination that integrates product sales, running services, and community engagement activities. The store enhances its professional running image and consumer engagement through art installations, foot measurement services, and thematic layouts, aiming to target high-value customer segments and boost store productivity.



Xtep joint hands with Bonia in Malaysia



Xtep partnered with Bonia in Malaysia to expand into Southeast Asia, starting with the opening of a 300 sq.m. Xtep running flagship store at Mid Valley Megamall in Kuala Lumpur. The collaboration is anticipated to enhance Xtep's globalization strategy and create new growth opportunities for the Group.

STORE OPENINGS

Xtep released co-branded running shoes with He Jie and "260X 3.0" series

Xtep collaborated with Chinese marathon record holder He Jie to launch its first athlete co-branded running shoe, the "160X 7.0 JET". The lightweight, high-performance design incorporates a dual GT1100 aerospace-grade carbon plate and XTEP ACE+ technology, providing over 85% energy return for superior propulsion and endurance

Xtep also launched its new "260X 3.0" running shoe, a versatile model suitable for various types of training. Its T400 biomimetic segmented carbon plate boosts propulsion efficiency by 25%, helping runners achieve quality speed training.



Xtep continued to empower elite athletes to win championships



Xtep running shoes continued to help elite runners achieve outstanding results in numerous domestic races. At the Shanghai Marathon on 30th November, Feng Peiyou wore the Xtep "160X 7.0 PRO" championship running shoes and broke the domestic record with a time of 2:08:36, winning first place among Chinese runners. On the same day, Xtep running shoes secured six championships in six cities.

RUNNING & PRODUCTS



Saucony

Saucony Urban Store opened at Kerry Parkside Pudong

The Saucony Urban Store at Kerry Parkside in Pudong officially opened, with a total area exceeding 160 sq.m. The storefront window incorporates the brand's core philosophy, showcasing the "Run as One" theme visually. The interior layout is clearly organized: the shoe wall includes a section dedicated to running products, while a central transparent area showcases the lifestyle series. This arrangement creates a cohesive presentation of shoes, apparel, and accessories. Additionally, a running-focused feature wall integrates the surrounding running culture into the design by prominently featuring the running route around Century Park.



STORE OPENINGS

Saucony successfully sponsored "Hood to Coast China Relay" in Hainan for fifth consecutive year

On 19th December, the "Hood to Coast China Relay" concluded successfully in Hainan. In its fifth consecutive year as the Gold Partner of the "Hood to Coast" event, Saucony dedicated its support to ensuring every runner crossed the finish line with a fulfilling experience. With the slogan "Together We Run", the competition attracted numerous elite teams. Among them, the Saucony "Endorphin Elite" team clinched the championship with a time of 7:39:44 and the "Endorphin Speed" team took second place with a time of 7:51:17.



Saucony "PHOENIX INFERNO 5" running shoe made its debut



The Saucony "PHOENIX INFERNO 5" running shoe, designed specifically for beginner runners, made its debut. The product features a dual-density midsole, with a "PWRRUN+" upper layer that delivers responsive rebound and cushioning, while the heightened design of the inner layer effectively stabilizes the runner's landing posture. The engineered mesh upper combines breathability with secure wrapping and support. The new collection is available in four colorways, catering to diverse scenarios and needs.

BRANDING & PRODUCTS

Merrell

Merrell "MTL SpeedARC Peak" trail running shoes crowned "ISPO Award Winner 2025"

The Merrell "MTL SpeedARC Peak" trail running shoe, designed for elite runners, was awarded the "ISPO Award Winner 2025". Set to launch in 2026, the shoe features the SpeedARC™ system, which integrates a carbon fiber propulsion plate and a premium Vibram sole, providing long-distance comfort and reliable grip on rugged terrain.



PRODUCTS