



## Core Xtep Brand

### Xtep sponsored campus marathons of Tsinghua and Peking University

In April, as the exclusive race apparel sponsor, Xtep supported the 2026 Tsinghua University Campus Marathon and the Peking University May Fourth Youth Day Run, with more than 8,000 students and alumni participating. By continuously sponsoring events at leading universities, Xtep actively promotes the "Sports for All" initiative.



### Xtep's sportswear continued to power elite athletes to victory, securing 37 podium finishes in a single weekend



In early April, Xtep's 160X championship running shoe series continued to support elite athletes in winning championships in over 10 cities. The momentum peaked during the weekend of April 18<sup>th</sup> to 19<sup>th</sup>, where Xtep powered athletes to earn 37 podium finishes across multiple events. Key highlights included Liang Tiantian and Xu Bingjie winning the 5,000m and 10,000m national titles, respectively, and Zhu Qing setting a personal best in Dingzhou. These consistent record-breaking performances further underscore the championship-caliber of Xtep's products.

### Xtep debuted its "Day and Night" concept show at China Fashion Week

Xtep recently debuted its "Day and Night" concept show at China Fashion Week. The collection centered on the round-the-clock active lifestyles of urban women, merging all-weather protection with versatile fashion aesthetics to redefine the surrealistic sports style. Xtep not only pioneered a new trend in sports fashion but also further strengthened its market influence and competitive edge.



### X Young launched a new "Growth Sneaker" to support adolescents in maximizing their height potential

X Young



X Young officially launched its new "Growth Sneaker", featuring significant performance upgrades. The new shoe is 17g lighter than its predecessor and features an expanded forefoot to free up space for bone development. Durability is enhanced by XTEP DURA technology, while an upgraded bounce system boosts rebound efficiency by 28%, ensuring adolescents to exercise scientifically while supporting their healthy growth.

Saucony

### Saucony opened a new image store at West Bund Central in Shanghai

Saucony West Bund Central store in Shanghai was opened recently. Spanning approximately 150 square meters, the new store features the brand's latest 5.0 retail concept, deeply integrating the trendy atmosphere of the West Bund riverside with Saucony's running DNA. With running at its core, the shop design incorporates fluid, dynamic lines and an aesthetic texture to create a dedicated community space for runners.



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## Saucony

### Saucony announced Kun Cai as its brand spokesperson and launched multiple lifestyle and apparel collections

On 20<sup>th</sup> April, Saucony officially named Kun Cai as its brand spokesperson and debuted the new "KINVARA 1" lifestyle collection. Blending a vintage running silhouette with a signature creamy white palette, this collection transforms classic performance technology into urban fashion aesthetics and expands the brand's reach in the lifestyle segment.

Simultaneously, Saucony launched the second chapter of its "Running Artist Collection" in collaboration with artist Chris Martin. By combining expressive artistic graphics with professional sports gear, the collection conveys the Olympic spirit and elevates Saucony's brand equity through cross-disciplinary artistry.



### Saucony launched the new "ENDORPHIN AZURA" running shoe and supported the 2026 Shanghai Suzhou Creek Half Marathon



On 1<sup>st</sup> April, Saucony launched the "ENDORPHIN AZURA" plate-free running shoe that carries the Endorphin series' racing DNA. Featuring a vibrant bright orange and creamy white color-block design, it is complemented by the brand's signature flowing wave pattern along the sides.

Beyond product innovation, Saucony continues to drive running culture through strategic event engagement, supporting the 2026 Shanghai Suzhou Creek Half Marathon. During the event, Gao Chengliang claimed the men's title wearing "ENDORPHIN ELITE 2", setting a personal best of 1:04:54.

### Merrell launched a co-branded shoe with Khakis, and the "Relay Web 1TRL" low-profile shoe

On 18<sup>th</sup> April, Merrell and Khakis launched their co-branded shoe. Building on the classic four-toe design, the shoe features a distressed navy-blue wash and a vintage-inspired silhouette. By retaining the outdoor performance of the "MOAB 3", the shoe balances trail-ready functionality with everyday styling needs. Additionally, Merrell launched the "Relay Web 1TRL" low-profile shoe featuring superior grip and slip resistance and full-grain leather uppers. The shoe combines comfort with iconic styling, making it ideal for a variety of occasions.

## Merrell



PRODUCTS

### Xtep released 2025 ESG Report and earned an MSCI ESG "A" rating



Xtep released its 2025 ESG Report, highlighting key achievements such as the addition of photovoltaic systems to two more factories — bringing solar coverage to 80% of its self-operated plants. Other milestones include top-tier certification for 61 chemical products, the recycling of 51.3 tonnes of production offcuts and sponsorship of 74 marathons. These achievements have led Xtep securing an "A" from MSCI ESG rating, underscoring our leadership in sustainable business practices.