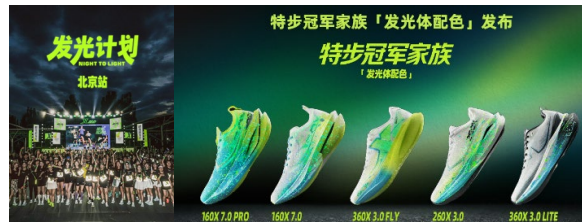




Core Xtep Brand

Xtep launched the "Night to Light" program and unveiled the "Luminous" colorway for the championship shoe series

On 29th May, Xtep launched its "Night to Light" evening run program in Beijing, Changsha, and Chengdu, alongside the new "Luminous" championship running shoe colorway, aiming to enhance stability and endurance for long-distance night runs.



Xtep supported the Great Wall Relay League Grand Finals



On 7th June, as the official strategic partner of the Great Wall Relay League, Xtep supported the conclusion of the 2026 Grand Finals in Hainan with essential gear. This collaboration highlights Xtep's ongoing commitment to fostering youth athletic development.

X Young "Dancing to the Stars" successfully concluded its first stop in Hefei, empowering youth to chase global dreams

X Young



The first stop of X Young's "Dancing to the Stars" concluded in Hefei, showcasing highly skilled young dancers. For seven consecutive years, Xtep has supported young Chinese street dancers with professional competitions and equipment to help them reach the global stage.

X Young launched the "100ES 2.0," a running shoe specifically designed for physical education tests

X Young launched the "100ES 2.0" running shoe, specifically designed for physical education tests on synthetic tracks. Featuring a Resilient 2.0 midsole, TPU arch stability structure, and a track-optimized rubber outsole, it improves acceleration, stability, and sprint traction.



Xtep organized parent-child mountain clean-up activity to fulfill its ESG environmental commitments



On the eve of World Environment Day, Xtep held the "Xtep · United in Protecting the Mountains and Seas" parent-child mountain clean-up at Xiamen's Dongping Mountain. This event engaged 100 volunteers and over 30 employee families in litter collection, waste-sorting education and nature crafting, showcasing Xtep's commitment to sustainable development through family-inclusive community initiatives.



Saucony

Saucony's first image store in Hong Kong celebrated its grand opening at K11 Art Mall

On 26th June, Saucony's first image store in Hong Kong held its grand unveiling at K11 Art Mall, underscoring its commitment to expanding its retail presence in prime locations and accelerating its premiumization process.



The new 1,700-square-foot store blends Saucony's river logo inspiration with Hong Kong's street and running culture, offering professional performance gear and exclusive regional items. Saucony will continue to expand its premium retail footprints and product portfolio, solidifying its role as the Group's secondary growth engine.



Saucony X MINTED New York to launch co-branded "ENDORPHIN PRO 5"



Saucony reunited with MINTED New York to launch the co-branded "ENDORPHIN PRO 5" racing shoe. Inspired by post-race silver emergency blankets, the design integrates the MINTED signature liquid-metal aesthetic with an industrial visual style. Combining professional athletic performance with distinctive artistic design, the collaboration effectively bridging the gap between high-level running and everyday lifestyle wear.

Saucony increased engagement in high-end races and business schools to accelerate brand awareness among elite runners

Saucony recently targeted top-tier events and financial networks to elevate brand awareness among affluent runners. Celebrating its sixth consecutive year partnering with the "Hood to Coast Relay," the brand equipped athletes with professional gear—resulting in a dominant first-place finish for the Saucony "ENDORPHIN PRO" team (8:26:49) and second place for the "ENDORPHIN AZURA" team (8:44:24).



Furthering this strategy, Saucony hosted a morning run and roundtable forum with the Cheung Kong Graduate School of Business MBA program at its new Beijing campus, alongside an exclusive Shanghai running event for investors co-hosted with Guotai Haitong Securities.