

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness, and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



361 Degrees International Limited

361 度國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1361)

OPERATIONS UPDATE FOR THE THIRD QUARTER OF 2023

This announcement is published on a voluntary basis by the board (the “**Board**”) of directors (the “**Directors**”) of 361 Degrees International Limited (“**361°**” or the “**Company**”, which together with its subsidiaries, is referred to as the “**Group**”).

The Board would like to provide the following operational update in respect of the Group’s business for the third quarter of 2023.

Retail Sales Performance of the 361° Core Brand (offline channels)

The retail sales (in terms of the retail value) of 361° core branded products for the third quarter of 2023 recorded approximately 15% growth compared to the same period of 2022.

Retail Sales Performance of the 361° Kids Brand (offline channels)

The retail sales (in terms of the retail value) of 361° kids branded products for the third quarter of 2023 recorded approximately 25 to 30% growth compared to the same period of 2022.

Retail Sales Performance of the 361° E-commerce Platform

The overall retail sales of 361° E-commerce products for the third quarter of 2023 recorded approximately 30% growth compared to the same period of 2022.

Business Update for the Third Quarter

During the third quarter of 2023, 361°'s newly developed professional running shoes and product matrix, including “Furious Future” (飛飈Future), “Furious Future Carbon” (飛飈Future碳絲), “Flying Flame 3” (飛燃3), “Biospeed CQT 3Pro” (飈速3Pro) and international product lines, were unveiled in Berlin, empowering elite runners to compete in the Berlin Marathon. Among them, “Furious Future” (飛飈Future) made its first appearance in the World Marathon Majors, being the first running shoes in China to adopt the ultra-supercritical foaming technology of Nylon 12 Coarse Embryo developed by Evonik, thereby increasing the energy conversion rate to 90%+, helping runners to sprint on the race track and set off at a high energy level. In addition, the sports fashion product line is also expanding. During this period, 361° launched the “Soaring Clouds” (騰雲) skateboarding shoes for the skateboarding market, and regarded it as a key product line in the sports fashion product category, entering the skateboarding market as a breakthrough to increase brand recognition in sports fashion.

As for spokesperson resources, 361° signed a contract with Li Mengwen (李夢雯), defender of the China Women’s National Football Team as the brand’s football ambassador to arouse the public’s passion for sports. Another spokesperson Aaron Gordon also successfully completed his first China tour after signing with 361° during the third quarter of 2023, effectively reinforcing the brand’s connection with consumers.

Following the delivery of new equipment to the China National Rope Skipping Team by 361° Kids, the “Youth Sports Expert” (青少年運動專家), during the third quarter of 2023, the “361° Kids Leaping Antelope 4.0 Running & Rope Skipping Shoes” (361°兒童閃羚4.0競速跳繩鞋) helped the China National Rope Skipping Team compete in the World Championships, achieving excellent results with 20 gold, 11 silver and 5 bronze medals, breaking 4 world records, resulting in an increasing influence of 361° in the adolescent market.

As the official partner of Asian Games for four consecutive times, 361° provided customized official sportswear and equipment to the torchbearers, escort runners, volunteers, technical officers, security personnel and other parties at the Hangzhou Asian Games. Mr. Ding Wuhao, an executive Director and the president of 361°, was also appointed to carry the torch of the Asian Games for the fourth time, once again demonstrating 361°'s passionate commitment to the advancement of the sports industry in Asia. Meanwhile, with its technological innovation and product strength in the professional sports field, 361° also provided sportswear and equipment for the national sports teams such as China National Triathlon Team, China National Women’s Water Polo Team and China National Handball Team, helping Chinese athletes excel in the competitions. In addition, the technologically-inspired 361° Asian Games Exhibition Centre was officially unveiled on the square outside the Hangzhou Olympic Sports Centre Stadium, commonly known as “the Big Lotus”, where 361° showcased its official sportswear provided for previous Asian Games, as well as a series of professional products with cutting-edge technology, demonstrating the strength of China’s leading sporting product brand and delivering our brand slogan of “One Degree Beyond Chinese Passion” (中國熱愛多一度) for Asian Games to the spectators from all over the world.

This announcement is made based on a preliminary review of the unaudited operational data of the Group and the information currently available to the Board, and is not reviewed or audited by the Group's auditors.

The data do not constitute, represent or indicate the full picture of the Group's total revenue or financial performance and the information contained in this announcement may be subject to change and adjustment.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the Company's securities.

By order of the Board
361 Degrees International Limited
Ding Huihuang
Chairman

Hong Kong, 16 October 2023

As at the date of this announcement, the Directors are as follows:

Executive Directors:

Mr. Ding Wuhao
Mr. Ding Huihuang (*Chairman*)
Mr. Ding Huirong
Mr. Wang Jiabi

Independent non-executive Directors:

Mr. Wu Ming Wai Louie
Mr. Hon Ping Cho Terence
Mr. Chen Chuang