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**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 SECOND QUARTER OF 2024**

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 second quarter of 2024.

### **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 second quarter of 2024 recorded approximately 10% growth compared to the same period of 2023.

### **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 second quarter of 2024 recorded approximately mid-teens growth compared to the same period of 2023.

### **Retail Sales Performance of the 361° E-commerce Platform**

The overall retail sales of 361° E-commerce products for the second quarter of 2024 recorded approximately 30% to 35% growth compared to the same period of 2023.

## Business Update for the Second Quarter

In response to the evolving consumer preferences, 361° has strategically strengthened its brand e-commerce initiatives. By deeply understanding the preferences of the young demographics, the Company has curated a compelling portfolio of differentiated products. Additionally, regular live streaming on prominent e-commerce platforms such as Tmall, JD.com and Tik Tok has significantly enhanced brand engagement and attracted sustained traffic. During the “618” shopping festival in 2024, 361° gained widespread recognition from consumers, with a 94% year-on-year increase in sales through e-commerce channels, ranking third among domestic brands. Notably, the Company’s sales volume through e-commerce channels has outpaced the industry with a remarkable 99% increase. The omnichannel sales volume of popular products surged impressively, surpassing 240,000 units, marking a substantial 167% year-on-year growth, among which flagship store sales of these popular items also rose by 79% on a year-on-year basis. Throughout the nearly 30-day “618” period, 361° emerged as a prominent player, ranking among the top 5 of all footwear brands, and standing as the sole domestic brand on the top 30 list. The “Flying Flame 3” (飛燃3) even topped the chart as the best-selling professional marathon running shoes.

In the second quarter of 2024, 361° remained steadfast in its commitment to advancing professional sports through cutting edge technology, with the aim of igniting the passion for sports with its premium sports offerings. During the period, 361° showcased a range of highly sought after products at the 2024 Jinjiang Footwear Expo, presenting the technological innovations achieved in the field of professional sports through four major exhibition areas, namely running, basketball, international markets and children’s sports. In particular, flagship products, such as the “Furious FUTURE 1.5” (飛颯FUTURE 1.5) and “BIG3 5.0 QUICK PRO” received significant attention. Several releases were unveiled during the period, including the upgraded “Titan Family” (泰坦家族) series in the running category. This series focused on enhancing the stability support and optimizing the athlete performance with enhanced cushioning, comfort and durability. In addition, 361° actively expanded its presence in the outdoor sector by introducing summer products such as “Sun-Protective Apparel” and “Quick-Dry T-shirts” which address the consumer concerns about sun protection and heat management. These products focused on sun protection technology, quick-drying technology, antibacterial technology and breathable fabric, providing consumers with a refreshing and comfortable summer experience and establishing a distinctive seasonal product lineup.

As for sporting events, marathons in various locations such as Chengdu, Zhengkai, Qinhuangdao, Dezhou, Lanzhou and Yingkou regions were launched successfully during the period. Notably, 361° became the inaugural strategic partner for the 2024 Qinhuangdao Marathon, empowering runners on the racecourse with cutting-edge technology and professional equipment. The “Flying Flame 3” (飛燃3) and “Furious FUTURE” (飛颯FUTURE) series supported 361° running ambassadors and renowned athletes such as Guan Yousheng (管油勝), Zhang Shuihua (張水華) in achieving record-breaking performances. Internationally, 361° expanded its brand presence with the debut of the “Light Up” (觸地即燃) event overseas, showcasing the influence of China’s grassroots basketball. Meanwhile, 361° became the official partner of the Asian Winter Games Harbin 2025, demonstrating its commitment to enhancing event operations through innovative technological applications and actively promoting the brand spirit of “ONE DEGREE BEYOND” (多一度熱愛) to the world. In addition, Nikola Jokic, global brand ambassador of 361°, was again announced as

the “2023–24 Kia NBA Most Valuable Player” in May, which is his third time to receive this prestigious accolade within four years. The collaboration between 361° and our ambassadors impresses our professional image on the public.

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, 12 July 2024

*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