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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 THIRD 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 third 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 third 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 third quarter of 2024 recorded approximately 10% 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 third quarter of 2024 recorded more than 20% growth compared to the same period of 2023.

Business Update for the Third Quarter

In the third quarter of 2024, *361°* continued to adhere our mission of empowering professional sports through technology with the launch of products such as the "FUTURA S Trail Running Shoes" (FUTURA S 戶外跑鞋), "Furious Future 2" (飛颼2), and the "Rain-block 8.0" (雨屏8代). These products are designed to deliver a comfortable and functional running experience, featuring high-quality materials, innovative craftsmanship, and proprietary technologies. Notably, the "Rain-block 8.0" (雨屏8代) incorporates FLY-TEX, our independently developed waterproof and breathable membrane technology, providing runners with lightweight comfort and storm-grade waterproof protection.

In terms of events, the Zhengzhou Marathon commenced during the period, featuring our elite marathon racing shoes, the "Furious Future 2" (飛颼2), which energized runners with exceptional track performance. On 27 September, the *361°* Dream Racing series made its debut at the Berlin International Marathon Expo. The latest high-performance racing shoes, designed to "add" technology and "reduce" weight, were worn by international runners and brand ambassadors LI Zicheng (李子成), GUAN Yousheng (管油勝) and LI Bo (李波), showcasing the thrill of extraordinary speed. "Furious Future 2" (飛颼2) helped Derseh KINDIE KASSIE and Sisay Meseret GOLA broke records for the best performance in *361°* racing shoes and the best women's record in a *361°* Grand Slam event, respectively. This marked the first time *361°* ranked in the top 10 of a Grand Slam marathon. In addition, the "Furious Future 2" (飛颼2) and "Flying Flame 4" (飛燃4) successfully helped elite runners WANG Jiahao (王佳浩) and WANG Lianzheng (王連正) in achieving personal bests.

After a year of his last visit, Spencer DINWIDDIE embarked on his "Full Power 2024 China Tour" from 20 to 26 July, visiting six cities, namely Humen, Shenzhen, Chengdu, Anyang, Handan and Harbin, to create a new wave of excitement through in-depth interactions with fans. Kentavious CALDWELL-POPE ("**KCP**") embarked on the eight-day "2024 KCP China Tour" from 22 to 29 August, engaging with fans across seven cities, including Nanjing, Dezhou, Shijiazhuang, and Changsha. He also made a special appearance at the final competition of the 2024 season of "Light Up" (觸地即燃) at the end of August. The event attracted top-level teams from China and abroad, including participants from Australia, Russia and Macau, highlighting the competition between Chinese grassroots teams and international counterparts, thereby increasing the event's popularity and boosting its global presence. KCP, LV Xiaoming (呂曉明), LI Yuan (李緣), TANG Xiaotian (唐曉天), LI Chen (李晨) and Kyranbek MAKEL attended the final competition of "Light Up" (觸地即燃), generating momentum for the event and boosting exposure for the Super Product promotion. Additionally, *361°* hosted a city skateboarding tour in Lanzhou, led by *361°* skateboarding ambassador GAO Qunxiang (高群翔), featuring exciting new skateboarding techniques designed to enhance skills and promote the sport. During the period, *361°* assisted China National Rope Skipping Team in winning a total of 144 medals at the Asian Rope Skipping Championship 2024, including 65 gold medals, 43 silver medals and 36 bronze medals. They also claimed seven team championships and broke 15 Asian records.

In terms of brand development, *361°* was announced as the official partner of the Aichi-Nagoya Asian Games 2026, marking the fifth consecutive time we have supported the event. This partnership reinforces our commitment to advancing Asian sports and elevates the global recognition and influence of the *361°* brand. Additionally, during this period, *361°* has served as the top strategic partner of the 2024 Fuzhou Marathon, infusing cutting-edge technology and performance-driven innovation into the event.

Capitalizing on the summer holiday season and the Paris Olympics, *361°* continued to strengthen its e-commerce channels to increase product exposure and enhance brand visibility. By leveraging in-depth marketing on platforms such as Hupu, Douyin, Bilibili, and Xiaohongshu, *361°* effectively boosted its product discussion and visbility. The brand also seized opportunities during major e-commerce events like "88 Member Day" and "Tmall Super Brand Day" to promote trending products, enhancing its popularity beyond its own industry. Additionally, in alignment with the Paris Olympics, *361°* launched the "BIG3 5.0 PRO" and "BIG3 5.0 PRO PE", the shoes worn by Nikola JOKIC during the games, both of which were well-received in the market.

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 appeared in this announcement does 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, 14 October 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