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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 FOURTH 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 fourth 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 fourth 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 fourth quarter of 2024 recorded 10%–15% 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 fourth quarter of 2024 recorded 30%–35% growth compared to the same period of 2023.

Business Update for the Fourth Quarter

In the fourth quarter of 2024, 361° continued to broaden its product offerings in response to the varied and challenging winter climate conditions, adhering to its commitment to technology-driven innovation. This was demonstrated by the successful launching of several new product lines, including the “ULTRA Series Featherlight Down Jacket” (ULTRA系列極睿羽絨) and the “Winter Insulation Down Jacket” (冬季燥絨科技羽絨服). On top of that, 361° continued to introduce new product lines by successively releasing the co-creation collection designed by Third Studio (叁度工作室) and basketball players YANG Zheng (楊政) and LI Yuan (李媛), and running experts LAO Zhang (老張) and TIE Dou (鐵豆), Nikola JOKIC’s first signature shoes “JOKER1”, the versatile “361° Shield Jacket” (禦屏衝鋒衣), the top-tier cushioned running shoes “SPIRE FLOAT II” (速湃FLOAT2), and the Chinese New Year Co-branding collection “361° x Qee”. Leveraging high-quality materials and proprietary cutting-edge technologies, these products are designed with the multi-scenario adaptability to provide consumers with a blend of comfort, functionality, and style in their athletic lifestyle experiences.

In terms of events, the strategic partner marathons sponsored by 361° in Fuzhou, Putian, Beijing, Xi’an, and Nanjing, alongside its self-hosted the 3# Track — 10 Kilometres Race in Nanjing and Xi’an, were commenced during the period. Feature an innovative nylon foaming process and a proprietary dynamic carbon plate design, the elite marathon racing shoes “Furious Future 2” (飛颯2), provided powerful support to runners and enable them to achieve exceptional speed. During the Brand Day event, 361° unveiled new products in at the grand finale of the 3# Track 10-Kilometre Race, which drew prominent figures from the running community, including 361° ambassadors LI Zicheng (李子成), GUAN Yousheng (管油勝), and LI Bo (李波), as well as other elite runners. This significantly increased brand visibility and strengthened market presence. Meanwhile, urban pop-up events organized by the Women’s Fitness Gym (女子健身局) in cities such as Suzhou, Shenzhen, Hangzhou, and Chengdu encouraged female sports enthusiasts to engage in activities like boxing, rock climbing, and cycling. These events inspired participants to unlock their athletic potential while promoting a healthy lifestyle. Through these innovative initiatives, 361° further extended its brand influence and reinforced its professional reputation within the sports industry.

As part of its brand development efforts, 361° collaborated with the Beijing Institute of Fashion Technology to release the official sportswear for the 9th Asian Winter Games Harbin 2025. Approximately 26,000 staff members were dressed with uniforms themed “Ice and Snow Legend” (冰雪傳奇) and “Born in the Sunlight” (向陽而生), designed to shield behind-the-scenes workers from the harsh winter conditions during the event. This partnership elevated 361°’s global brand recognition and underscored its commitment to being a leading international sports brand. In addition, 361° formed a strategic partnership with Zhengzhou No. 9 High School to enhance the athletic experience for young soccer players. This initiative reflects 361°’s dedication to fostering youth soccer development in China and supporting the next generation in pursuing their soccer aspirations.

Leveraging the shopping momentum during the National Day and Double 11 shopping festival, 361° advanced its e-commerce channel development through comprehensive strategies aimed at enhancing brand visibility and product recognition. The company not only introduced several new products but also launched targeted digital marketing campaigns centered on popular items. These campaigns drove off-platform promotion, boosted product awareness, and increased direct traffic to e-commerce platforms through multi-channel dissemination. During Double 11, 361°'s core products achieved outstanding sales performance, including the Flying Flame 3.5 (飛燃3.5) and Flying Flame 3 (飛燃3) running shoe series, the Rain-block 8.0 (雨屏8代) running shoes featuring proprietary FLYTEX waterproof and breathable membrane technology, and the co-created collection with Third Studio. Several product categories emerged as market bestsellers, receiving widespread acclaim and demonstrating 361°'s innovation and strong market appeal.

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 January 2025

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
Ms. Ferheen Mahomed