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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 FIRST QUARTER OF 2025

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 first quarter of 2025.

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 first quarter of 2025 recorded approximately 10%–15% growth compared to the same period of 2024.

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 first quarter of 2025 recorded 10%–15% growth compared to the same period of 2024.

Retail Sales Performance of the 361° E-commerce Platform

The overall retail sales of 361° E-commerce products for the first quarter of 2025 recorded 35%–40% growth compared to the same period of 2024.

Business Update for the First Quarter

In the first quarter of 2025, 361° leveraged its extensive market insights to maintain a strong focus on the mass professional sports sector, advancing its strategy of “empowering product innovation and upgrades through technology” by integrating technological advancements with fashion trends. In the running segment, the upgraded “SPIRE FLOAT 2” (速湃FLOAT 2) and “SPIRE CQT2” (速湃CQT2) provided enhanced performance and superior cushioning for running enthusiasts. The newly launched “Cyclone ET” (疾風ET) speed training shoes provided an extra performance boost for runners. Meanwhile, several upgraded models of the “Biospeed CQT” (飈速) series were introduced, including the “Biospeed CQT 4 PRO” (飈速4PRO), “Biospeed CQT 3.5 PRO” (飈速3.5 PRO), and “Biospeed CQT TEAM 2.0” (飈速TEAM2.0). The “Flying Flame 4x4” (飛燃4x4) outdoor running shoes, featuring butterfly-wing carbon plates and RPU outsoles, were designed to support runners in tackling outdoor challenges. Meanwhile, the “Flying Flame 4” (飛燃4) running shoes were awarded the “Silver Award — 2025 MUSE Design Awards” by the International Awards Associates, demonstrating its ingenious design and exceptional performance in the field of racing shoes. In the basketball category, the highly anticipated “DVD 3”, the third-generation signature basketball shoes of Spencer DINWIDDIE, made its official debut. Inspired by sports car aesthetics and equipped with CQT Carbon Critical Technology, the model represents a major breakthrough in performance. Additionally, the newly launched “BIG3 6.0” quickly gained industry attention for its stability and innovative design. During the period, the 361°’s “BIO BB” basketball shoes were awarded the “Gold Award — 2025 MUSE Design Awards” by the International Awards Associates, reflecting the brand’s deep-rooted heritage and exceptional product quality. In the training and lifestyle sector, 361° introduced the Spring “Ultra Series” apparel collection, featuring high-performance windbreakers, pullovers, and track pants enhanced by Zero Constraint (零束) technology and windproof insulation for an elevated sporting experience. In addition, 361° launched the “New Skin 5.0” (新肌5.0) and “New Movement” (新動5.0) series, which were designed to help users enhance their wearing experiences during the peak of summer. These product innovations cater to both professional athletes and everyday training needs, further reinforcing 361°’s leadership in sports technology.

In terms of events, during the period, 361° made an appearance at the Tokyo Marathon Expo, attracting the attention of numerous marathon enthusiasts with their cutting-edge technology. Concurrently, the “3# Track — 10 Kilometres Race” organised by 361°, commenced its inaugural race in Shenzhen. In addition, 361°, in its capacity as a sponsor, provided full support to the successful hosting of the “Paris Star 10km Race” in France. Leveraging the superior performance of 361° running shoes, our brand ambassador Ben CLARIDGE delivered an outstanding performance in the race and secured a commendable second-place finish. With upgrades in cushioning, lightweight design and propulsion technology, 361° running shoes provided strong support for professional runners.

As part of its brand development efforts, 361° played an integral role in the 9th Asian Winter Games Harbin 2025 as an official partner and was honoured to witness the grand opening of this prestigious event. To ensure the seamless execution of the 9th Asian Winter Games Harbin 2025, 361° meticulously designed and provided a comprehensive range of official sportswear for torchbearers, escorts, volunteers, technical officials, and security personnel. This global event significantly elevated 361°'s international brand recognition and further expanded its global influence, further emphasising the important mission and social responsibility of Chinese sports brands. Meanwhile, the “JOKER1 GT” ALL-STAR — 361°'s first low-top guard shoes featuring Nikola JOKIĆ's signature, made a spectacular debut at the NBA All-Star Game, showcasing 361°'s cutting-edge basketball technology and strengthening its position in the international basketball market. Through a series of brand-sponsored events, including Nikola JOKIĆ's birthday celebration, the “March 8 Women's Day” offline yoga classes, and a fan meet-and-greet with AO Ruipeng (敖瑞鵬), 361° effectively engaged with a younger consumer base, strengthening brand affinity and deepening its connection with this demographic.

During the period, 361° offered products that integrate appealing aesthetics, advanced technology, and exceptional value through its e-commerce channels, promptly adapting to consumer trends. Capitalising on the Chinese New Year shopping season, 361°'s “Non-stop New Year Shopping” (年貨買不停) marketing campaign on the Taobao Spring Festival Gala featured bestsellers like “JOKER1” and “Biospeed CQT 4PRO” (飈速4PRO) in the special Year of the Snake editions. These efforts successfully boosted festive consumer enthusiasm. In addition, 361° launched its outdoor product line in collaboration with the Sichuan Jianmen Pass (四川劍門關), a national AAAAA tourist attraction. By hosting a media challenge event, with further support of the Tmall Super Membership Day, we have effectively driven sales conversion.

In terms of channel development, 361° continued to accelerate its market expansion and innovation in its retail business. Following the successful launch of its first Super Premium Store (超品店) at the end of 2024, the distributors swiftly launched additional Super Premium Stores in multiple cities, including Huizhou, Chengdu, Shijiazhuang, Nanning, Jinan, Linyi, Yangzhou, and Anyang, aiming to deliver a superior offline retail experience for consumers. Furthermore, 361° successfully opened its first directly operated overseas store in Kuala Lumpur, Malaysia, further reinforcing its global presence. Adhering to its channel development model of “coordinating online and offline stores, with dual emphasis on domestic and international markets” (線上線下協同發力，國內國際雙輪並行), 361° injected robust growth momentum into the brand's overall sales performance.

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 April 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