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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 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 second 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 second quarter of 2025 recorded approximately 10% 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 second quarter of 2025 recorded approximately 10% 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 second quarter of 2025 recorded approximately 20% growth compared to the same period of 2024.

Business Update for the Second Quarter

In the second quarter of 2025 (the “**Period**”), 361° leveraged its forward-looking market insights to further advance the implementation of its strategy of “empowering product innovation and upgrades through technology” and continued to launch new products to meet the diversified market needs, thereby reinforcing the brand’s positioning of “professional, youthful, and internationalized”. In the running segment, the professional racing shoes “Furious FUTURE 2” (飛颯FUTURE2) have been newly launched with comprehensive technological upgrades to better support runners’ need for speed. The carbon-infused training shoes “Qianxing 1.0” (千行1.0) have been officially launched nationwide, targeting mass-market runners with its exceptional value, top-tier quality and professional performance. The high-volume training running shoes “Cyclone Q-Bounce Super 6th Generation” (疾風Q彈超6代), specially designed for intensive training needs, have been refreshed and launched. 361° also launched the “Running Heroic Trio” (慢跑三劍客) series: “Fierce MAX” (赤焰MAX), “Boom Foam 5” (爆沫5) and “Half-Time Run 2” (半時跑2) focusing on stability, cushioning and lightweight responsiveness respectively, bringing diverse choices for running enthusiasts. In the basketball category, the “ZEN VII” (禪7) basketball shoes provide lighter, faster and more powerful support and protection during high-intensity games. In the training and lifestyle sector, the 361° “Energy Release” (釋能) cycling series endorsed by triathlon was launched to meet diversified consumer needs by offering three types of professional, training and daily products. Meanwhile, the first professional badminton shoes “Winning PRO” (制勝PRO) were launched. The “Mini Ice-Skin 2.0”(小冰皮2.0) Sun protection jacket was newly upgraded, integrating three core technologies: Light Weave, UV Defense, and Ice Cool. The women’s sportswear “Sweet Classic” (甜典) tennis collection made its official debut, featuring classic items such as POLO tennis vests, pleated skirts and dresses, catering effectively to consumer demand for exceptional value and top-tier quality in tennis products. In the Kid’s segment, the 361° Kids Running & Rope Skipping Shoes “Flash Leap 1.0” (361° 兒童競速跳繩鞋閃躍1.0) for the National Rope Skipping Team were designed to help national athletes achieve better performance. The “Wind Hunter” (獵風) speed-focused football shoes have also offered a renewed sense of practicality and performance.

As part of its brand development efforts, during the Period, 361° served as the honorary sponsor of the 2025 Qingdao Marathon, marking its second consecutive year of full support for the successful execution of the event, which attracted more targeted users by leveraging on its exhibition booth at the marathon expo, fueling subsequent business growth. The “ZEN VII” basketball shoes (禪7籃球鞋) garnered significant attention as brand ambassador Aaron GORDON (阿隆·戈登) rescued his team from critical situations twice during the American Professional Basketball League playoffs, earning widespread recognition as the “King of Playoff Buzzer-Beaters” (季後賽絕殺之王). “Light Up” (觸地即燃) basketball tournament kicked off its new 2025 season in Wuhan, with events actively underway in Hengyang, Wenzhou and Putian, etc.. The “3# Track 10 Kilometres Racing Series “ (三號賽道10KM競速系列賽) was in full swing in Wuhan and Jinan. Additionally, the “Meet Up on Skateboards” (板上見) 2025 City Tour Skating Event was held in Guangzhou, attracting many top players in the skateboarding community to participate and effectively engaging the skateboarding consumer group. 361° “SWING AS ONE” (一拍即合) Badminton City Tour’s Dongguan Stop was wrapped up with a success, and the badminton shoes products newly launched by 361° helped players dominate the badminton court.

In terms of channel development, 361° continued to make great efforts to pursue its market expansion and innovation in its retail business. During the Period, the distributors launched 39 additional 361° Super Premium Stores in multiple cities, including Guangzhou, Changsha, Tianjin, Shanghai and Dalian, etc.. As of the end of June 2025, the number of 361° Super Premium Stores across the nation reached 49. 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.

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 July 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