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

Business Update for the Third Quarter

In the third quarter of 2025 (the “**Period**”), 361° continued to boost its brand influence and market competitiveness through product technological innovation, professional event sponsorships and diversified collaboration initiatives. The Company strategically collaborated with Standard Robots (Wuxi) Co., Ltd., infusing the brand with intelligent genes and embarking on a new journey of intelligent advancement for the brand.

In the running segment, the Company launched the latest iteration of its “Rain-block 9th-generation” (雨屏9代) running shoes. Equipped with the Dynamic Waterproofing System (DWS), the product offers long-lasting waterproofing and enhanced breathability, enabling wearers to easily handle heavy rain conditions. Professional marathon racing shoes “Flying Flame 4.5” (飛燃4.5) optimized the midsole curvature and enhanced material tear resistance, creating an upgraded foot feel for running enthusiasts. In the basketball category, the “DVD4” integrated hypercar-inspired design language, featuring a full-length midsole, new wear-resistant rubber and bionic ergonomics to motivate the potential of basketball enthusiasts with technological innovation. “Rampage 2 PRO” (狂飆2 PRO) embraced a comprehensive upgrade based on the speed from its predecessor “Rampage 2” (狂飆2), becoming the lightest performance basketball shoes in the history of 361°. In the outdoor segment, the Company launched the latest “Lightweight Adventure Series” (輕野系列). The “Lightweight Adventure Windproof Jacket” (輕野禦屏衝鋒衣) is equipped with Rain-block Technology EX2.0 (雨屏科技EX2.0), which provides outdoor enthusiasts with multiple windproof protection and comprehensive warmth-retaining protection. The “Hiking” (行山) outdoor shoes utilize Quikfoam lite technology outsole, with rubber outsole incorporating 4MM multi-directional lugs, which provides stronger and more stable protection for the wearer’s arch and meet the strong grip demand of outdoor sports. “Energy Release” (釋能) cycling jersey uses wind-permeable technology fabric with the ice cooling technology, making it suitable for long-distance cycling. In the women’s fitness segment, 361° “New Skin PRO” (新肌PRO) and the “New Movement” (新動) series have been refreshed and launched, creating female sportswear designed for varying intensity levels, among them, the “New Skin BRA PRO” (新肌BRA PRO) sports bra incorporates energy-warming technology to achieve a balance of support and warmth, enabling women to enjoy a confident and comfortable sports experience during autumn. In the Kid’s segment, 361° launched Rope Skipping Shoes matrix, including “Leaping Antelope 4.0” (閃羚4.0) jointly developed with professional rope skipping institutions, equipped with quick spring technology and metatarsal protection technology. Kids’ running shoes “Soft Elastic Column II-generation” (軟彈柱II代) have been newly upgraded, and youth racing shoes “Flying Dagger-axe 1.0SE” (飛戈1.0SE) and “Mountain Travel 1.0” (山行1.0) adapted for outdoor terrain were newly released, which are designed to safeguard the sports life of children and adolescents.

During the Period, Nikola JOKIĆ made his first trip to China as scheduled, and worked with 361° to create a professional basketball image. The special edition “JOKER1 GT” colorway designed for JOKIĆ’s China Tour and the “Coach JOKIĆ China Tour Pack” created in collaboration with an emerging trendy artist were released simultaneously, generating increasing buzz around the products. Spencer DINWIDDIE’s meet-and-greets with fans during his China tour drew massive crowds, boosting business growth. During Aaron GORDON’s Asia tour, he made an appearance at the “Light Up” (觸地即燃) Zhengzhou branch event, engaging in-depth with grassroots players. Leveraging the popularity of the star player’s trip to China, the brand partnered with Tmall Super Brand Day to launch a month-long summer basketball-themed campaign. The “Meet Up on Skateboards” (板上見) Event kicked off in Shijiazhuang and Chongqing, attracting more consumers from the skateboarding community. 361° Women collaborated with the KULU Yoga Festival again, building an energetic community for female sports enthusiasts.

As part of its brand development efforts, as an official partner of the 20th Asian Games, 361° will provide professional equipment support for torchbearers, escort runners, and over 32,000 volunteers and staff, fully meeting the operational demands of the event and continuously expanding 361°'s global brand influence. The 361° racing family made its appearance at the 2025 Berlin Marathon Expo, marking its further global brand expansion. Elite runners gathered, and “Eastern Speed” became the key theme of the booth. 361° continues to deepen its engagement in the marathon sector. On the track of the 2025 Berlin Marathon, “Flying Flame 5” (飛燃5) and “Flying Flame 5 FUTURE” (飛燃5 FUTURE) made their debut, empowering runners to conquer the world-class track. “Miro NUDE 2” (栗蜂2) supporting athletes under Swiftstar appeared at the 2025 Tokyo World Championships, demonstrating the professionalism of Chinese sports products. Meanwhile, 361° officially became the top partner of the 2025 Tangshan Marathon and the honorary sponsor of the 2025 Taishan Marathon, contributing to the development of China's running industry. The mid-year semifinals and road races of the “2025 3#-Track 10 Kilometers Racing Series” (2025三號賽道10KM競速系列賽) were successfully held, and athletes wearing 361° products have achieved new racing breakthroughs. The “Titan 3CQT Summer Training Challenge” (泰坦3CQT夏訓熱練) launched in Shanghai, further enhancing the recognition of 361°'s flagship products.

In terms of channel development, 361° adheres to the strategy of “coordinating the development of online and offline stores.” The Company has expanded into new online channels and 361° officially announced its collaboration with both Meituan Instashopping and Meituan Group Buy to meet growing consumer demand for shopping efficiency and convenience, offering a new sports consumption experience for consumers. Leveraging the mature and rapid delivery network of Meituan Instashopping, orders can be fulfilled with an average delivery time of 30 minutes. Furthermore, 361° has also established a complete closed-loop system of “online traffic conversion + offline verification”. 361° products simultaneously integrated Meituan Group Buy business, effectively bridging online traffic and empowering offline stores and injecting new vitality into physical store. ONEWAY, a Finnish outdoor sports brand under 361°, opened stores in Zhengzhou and Jinan, building a personalized outdoor scenario-based experience. The first 361° Women's Sports Concept Store was launched in Shijiazhuang, building a community space dedicated to women's fitness. As of 30 September 2025, the number of 361° Super Premium Stores across the nation reached 93. The diversified development of sales models endowed the Group with stronger and more sustainable growth resilience.

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, 13 October 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