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## **OPERATIONS UPDATE FOR THE FOURTH 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 fourth 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 fourth 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 fourth 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 fourth quarter of 2025 recorded high double-digit growth compared to the same period of 2024.

### **Business Update for the Fourth Quarter**

In the fourth quarter of 2025 (the “**Period**”), 361° proactively fulfilled its corporate social responsibilities, demonstrating its strong sense of social commitment and delivering the warmth of its brand. Following the fire incident in the Tai Po District of Hong Kong, 361° promptly donated HKD15 million in cash and supplies to offer comprehensive support for local relief and resettlement efforts.

361° steadfastly pursues its “technology-driven, brand-first” strategy, providing a powerful impetus for the high-quality development of the sports products industry. In the running segment, the new racing family, including “Flying Flame 5” (飛燃5) and “Flying Flame 5 FUTURE” (飛燃5 FUTURE), has been launched. The third generation of the 361° SPIRE family has been fully upgraded. The “SPIRE FLOAT3” (速湃FLOAT3) incorporated the all-new CQT QU!K midsole technology, delivering enhanced cushioning and responsive energy return. The “SPIRE CQT3” (速湃CQT3) adopted a wrap-around TPU structure to provide reliable support for jogging and multi-terrain training. The “Peak Pierce 1st Generation” (凌刺1代), a high-performance dual-density cushioned trail running shoe, made its debut, offering exceptional traction and foot protection for runners in mountainous terrain. In the basketball segment, the second-generation signature basketball shoes of Nikola JOKIĆ, the “JOKER2”, launched for the first time in the United States, featuring carbon critical midsole technology and a forefoot lightweight rebound frame to cater to the needs of diverse consumers. Aaron GORDON’s sixth-generation signature basketball shoes, the “AG6”, came with SOARING-AREA zoned cushioning and a C-FLOW specially tuned midsole, providing basketball enthusiasts with superior explosiveness and responsiveness. In the outdoor segment, new products such as the “Wing Shield Coat” (翼屏風衣), the “URBAN Jacket” (URBAN衝鋒衣) and the “Windproof Shoes” (溯風鞋) enabled consumers to explore the outdoors comfortably even in cold seasons. In the women’s fitness segment, the “Little Eggshell 1.0” (小蛋殼1.0) series and the “New Skin SE” (新肌SE) series combined lightweight warmth with flexibility and comfort. In the cross-training segment, 361° introduced the “ULTRA Featherlight Down Jacket” (ULTRA極睿羽絨服), offering a renewed experience of lightweight warmth for consumers. In the kid’s segment, 361° introduced the “Conqueror 1.0” (征途1.0) light outdoor shoes, featuring Rain-block Technology 4.0 and a zonal traction system to ensure safety and support for children exploring the outdoors.

As part of its brand development initiatives, on 26 December 2025, the “Brand Day”, 361° renewed its partnership with the Olympic Council of Asia, marking the start of a new cycle of strategic cooperation. Meanwhile, 361° established a deep strategic partnership with Cleancool (康綸航天) and Tianjin University of Sport, integrating aerospace technology and sports research resources to jointly advance the development of competitive sports. During the Period, 361° collaborated with Evonik, a globally renowned specialty chemicals company, to present its products at the 8th China International Import Expo (第八屆中國國際進口博覽會), co-hosting the “Global Launch Ceremony for the Second Generation Mass Balance Low-Carbon Eco-Friendly Running Shoes 361° ‘Flying Flame 5’ (飛燃5)” (第二代Mass Balance低碳環保跑鞋361°飛燃5全球首發預熱儀式), providing the sports industry with a brand-new environment-friendly solution. 361°’s professional racing running shoes lineup, including “Furious FUTURE2” (飛飈FUTURE2), “Miro NUDE 2” (栗蜂2) and “VENTUS”, made its debut at the 2025 TRE Summit in the United States, highlighting the brand’s technological expertise. During the 15th National Games, 361° offered full support to the Tianjin and Inner Mongolia delegations, providing tailored professional sports equipment to help athletes deliver their best performance.

In the realm of sporting events, 361° was officially designated as the certified supplier for the 2025 World Tennis Continental Cup (WTCC), leveraging its extensive experience in major event sponsorship to ensure the high-standard delivery of top-tier international tennis tournaments. During the Period, 361° served as the top strategic partner for Fuzhou Marathon for the second consecutive year, providing robust support for this event, which is certified as a Chinese Athletics Association A1 race and recognised as a World Athletics Elite Label Road Race. At this event, 361° brand ambassador LI Zicheng (李子成) successfully defended his title, clinching the men's full marathon championship. As the premier partner of the 2025 Tangshan Marathon, 361° brand ambassador LI Zicheng (李子成), running ambassadors YAO Yuzhou (姚玉舟) and FENG Dan (馮丹), and elite runner Yelas • Hailati (葉拉斯 • 哈依拉提) achieved remarkable results, winning both the full and half marathon events and setting a new men's full marathon record. The grand finale of the “2025 3#-Track 10 Kilometers Racing Series” (2025三號賽道10KM競速系列賽) reached new heights, further enhancing the event's prestige. The “Light Up” (觸地即燃) national finals concluded successfully in Foshan, bringing together grassroots basketball elites from across the country and fueling the upward momentum of Chinese basketball. The “SWING AS ONE” (一拍即合) Badminton City Tour took place consecutively in Nanjing and Wenzhou, featuring special appearances by world champions in artistic swimming and junior world champions, jointly igniting the passion for urban sports.

In terms of channel development, 361° accelerated its e-commerce expansion, with thousands of stores participating in Taobao Flash Sales, initiating a new strategy in instant retailing. As of 31 December 2025, the number of 361° Super Premium Stores in Mainland China had reached 126, while ONEWAY stores numbered 6. The first overseas Super Premium Store was opened in Cambodia, marking a new milestone in the brand's international market expansion and reflecting the continuous enhancement of its retail network's global reach and locally adapted operational capabilities.

**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, 12 January 2026

*As at the date of this announcement, the Directors are as follows:*

*Executive Directors:*

Mr. Ding Wuhan  
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