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## **WISDOM HOLDINGS GROUP**

智美控股集团

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 1661)**

### **VOLUNTARY ANNOUNCEMENT STRATEGIC COOPERATION WITH XTEP INTERNATIONAL HOLDINGS LIMITED**

This announcement is made by Wisdom Holdings Group (the “**Company**”, together with its subsidiaries, the “**Group**”) as a voluntary announcement to allow the public to understand the latest information of the Group.

The board of directors (the “**Board**”) of the Company is pleased to announce that, on June 22, 2015, the Group entered into a memorandum of understanding for strategic cooperation (the “**MOU**”) with Xtep International Holdings Limited (the “**Xtep**”). Pursuant to the MOU, the Group will be engaged in full-scale, in-depth cooperation with Xtep in respect of the market development and industry chain integration of tournament organization, brand promotion, and innovative sports gear. Details of the cooperation are set out as follows:

1. Commercial cooperation in marathon races. The Group will be engaged in full-scale cooperation with Xtep in respect of the city marathon races 2015-2017 (including Guangzhou International Marathon, Hangzhou International Marathon, Shenyang Marathon and Changsha International Marathon) and related carnival activities to be independently operated by the Group.
2. Establishment of a joint venture to be engaged in operation of sporting tournaments. It is planned that a wholly-owned subsidiary of the Group and Xtep will establish a joint venture Beijing Wisdom Xtep Tournament Company Limited\* (北京智美特步賽事運營有限公司). It is expected to be engaged in the organization of tournaments relating to the integrated operation of the development and sales of innovative products, marketing and customer service in respect of the road running industry (including road runs and walks), with a view to swiftly achieving economies of scale in the road running industry through the establishment of an open platform, which is expected to gradually expand to other sporting activities such as soccer. The Company

will fulfil its obligations in information disclosure in accordance with Chapter 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited as and when appropriate.

Xtep is China's prime brand name in fashionable sports and a leader in sporting brands and the running segment in Greater China with the largest number of marathon sponsorships, as well as a promoter of campus soccer in China, which is engaged in the ongoing provision of fashionable professional gear and value-added services to the sporting community. The Group's cooperation with Xtep represents an important step in its expansion into the market for innovative sporting products and an integral part of the overall "sports+" strategy of the Group. If large numbers of members of the sporting community are converted into users of the Group, such innovative sporting products will serve to fulfill these users' ever increasing consuming demands. Meanwhile, the aforesaid plan of in-depth cooperation in the form of equity joint venture will facilitate the perfect integration of the Group's strengths in the field of sporting culture and those of Xtep in the manufacturing of sporting products, thereby accelerating the Group's overall deployment in the upstream and downstream segments of the sporting and cultural industry chain.

By order of the Board  
**Wisdom Holdings Group**  
**Ren Wen**  
*Chairlady and Executive Director*

Hong Kong, June 23, 2015

*As at the date of this announcement, the executive directors of the Company are Ms. Ren Wen, Mr. Sheng Jie, Mr. Zhang Han, Dr. Shen Wei and Mr. Hu Xing; the non-executive directors of the Company are Mr. Jin Haitao and Mr. Xu Jiongwei; and the independent non-executive directors of the Company are Mr. Wei Kevin Cheng, Mr. Ip Kwok On Sammy, Mr. Jin Guoqiang and Mr. Hu Jianguo.*

\* *For identification purposes only*