



XPD Soccer Gear Group Limited
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Sales fair results for the second half of 2017

XPD Soccer Gear Group Limited (ASX: XPD or the Company) is pleased to announce that the sales fair for the second half year of 2017 was successfully held at All Seasons Hotel (Shanghai Hongqiao National Exhibition Center branch) during Shanghai Sports Show from 23rd May to 25th May 2017. XPD holds two sales fairs each year, the largest in November and this fair in May.

The company took advantage of the large number of XPD distributors, agents and visitors attending the Sports Show to actively promote the XPD brand. XPD also hosted its sales fair in Shanghai to coincide with the Sports Show. In addition to showcasing its products, XPD presented the company's research and development strategy and marketing plan and, having most of its distributors in the one place, was able to build relationships and enhance communications. The Company was also able to seek feedback on market conditions and competitor activities, which will assist and guide future brand strategy and sales performance.

Total order received from its distributors in this sales fair shows approximately 10.5% increase from the corresponding period of 2016. Orders this year were A\$47million compared to orders of A\$42.6million in 2016. These orders will be shipped to the distributors commencing in July 2017.

Footwear accounted for the bulk of the growth. In addition to volumes increasing, the Company was able to achieve a small improvement in the average selling price ("ASP"). Apparel and accessories showed a marginal increase in volume and ASP. The orders for teenage soccer footwear are increasing at a faster rate thanks to school campus soccer programs in China.

Consistent with XPD's brand positioning, soccer continues to be the biggest category representing in excess of half of footwear orders, followed by badminton and table tennis. New product design and development continue to be the key driver enabling XPD products to continue to be sought after by consumers.

The Company will continue to focus on footwear segment and improve its sales contribution, whilst also increasing sales of apparel and accessories.

These results are based on the information currently available to XPD, and are not reviewed or audited. The data does not represent the full picture of XPD's total revenue or financial performance and may be subject to change and adjustment.



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About XPD Soccer Gear Group Limited

XPD Soccer Gear Group Limited is a leading and fast-growing sportswear business in China. The Company listed on the Australian Securities Exchange on 21 May 2015.

The company is primarily engaged in the design, development, manufacturing, marketing and distribution of sportswear products under the “XPD” brand. XPD has a focused branding strategy on soccer products including soccer boots, soccer gear and accessories.

XPD has established an extensive supply chain management system through in-house and sub-contracted manufacturing operations; and an extensive distribution network throughout China.

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For further information, please contact

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