

【For Immediate Release】

361°

361 Degrees International Limited

361 度國際有限公司

(Incorporated in the Cayman Islands with limited liability)

361° Becomes Title Sponsor of World Men's Curling Championship 2018

(3 April 2018 – Hong Kong) – **361 Degrees International Limited** (“361°” or the “Company” which together with its subsidiaries is referred to as the “Group”; HKSE stock code: 1361), the official partner of 2018 Jakarta Asian Games and the leading Chinese sportswear brand, officially announced that it signed up as the title sponsor of World Men's Curling Championship 2018. The championship will be held in Las Vegas from 31 March to 6 April. This marked an important milestone in 361°'s effort to support major international sports events again following its earlier announced partnership with the 2018 Jakarta Asian Games. 361° has thus become the first Chinese sportswear brand to sponsor a world-class curling competition abroad.



World Men's Curling Championship 2018

361° will fully utilize its extensive experience accumulated from sponsoring international large-scale sporting events and provide maximum support to World Men's Curling Championship 2018. 361° will also leverage its advanced technologies and expertise in design of sportswear and sports equipment to provide the World Curling Federation and the Swedish national men's curling team with professionally designed uniforms and equipment in the tournament.

Kate Caithness, President of the World Curling Federation, said: "We are pleased to welcome 361° as the title sponsor of the World Curling Championship 2018. The exposure that curling has had is second to none among all winter sports and we believe the support of 361° will rekindle people's interest in curling around the world."

Mr. DING Wuhao, President and Executive Director of 361° said, "It is our honor to be the title sponsor of the World Men's Curling Championship. Curling has always been an important sport to which some of our products are geared. We are glad to partner with the World Curling Federation. We hope that this event can encourage more young curling lovers to devote themselves to the sport."



Swedish men's national curling team

With the philosophy of "One Extra Degree of Passion", 361° proactively supports various major international sports events. Since 2011, 361° has been the partner of the World Curling Federation, providing the Swedish men's and women's national curling teams with professional sportswear for the match and training. 361° also supported the 2010 Guangzhou Asian Games, the 2011 Universiade, the Nanjing 2014 Youth Olympic Games, the 17th Asian Games Incheon 2014, the 2018 Jakarta Asian Games and the 2016 Rio Olympic Games, which marks the first time for a Chinese sportswear brand to support Olympic Games. 361° has been actively extending its international presence. Currently, it has a market coverage in 20 countries and regions, including the United Kingdom, Germany, France, Austria and Switzerland.

— End —

About 361 Degrees International Limited

Established in 2003, 361° is a leading sportswear brand enterprise in China with a growing international presence. The Group designs, develops, manufactures and sells functional, innovative and stylish sportswear products to cater to the active, athletic and casual sportswear needs of adults, young adults and children. The Group offers high-performance and value-for-money footwear, apparel, and accessories products targeted at mass market.

The Group operates a distributorship business model through 31 exclusive distributors and approximately 2,000 authorized retailers to manage an extensive distribution network of approximately 6,000 retail stores across China. It has established a leading position in third-tier and lower-tier cities in China.

For more details, please refer to its website: www.361sport.com.

For further information, please contact:

361 Degrees International Limited

Ms. Nina Zhan
Vice-President, Investor Relations
361 Degrees International Limited
Email: nina@361sportshk.com

iPR Ogilvy & Mather

Tina Law / Lorraine Luk / Yana Choi / Karl Cheung
Tel: (852) 2136 6181 / 2169 0467 / 3920 7645 / 3920 7651
Fax: (852) 3170 6606
Email: 361@iprogilvy.com