Fuxing China Group Limited

MEDIA RELEASE

Fuxing Accelerates Direct-to-Brand Strategy with an Expanding Portfolio of International and Domestic Brand Owners

- Growing roster of global and domestic brands underscores increasing customer trust and confidence, which validates Fuxing's direct-to-brand sales strategy.
- The new brands span sportswear, lifestyle, workwear, performance apparel and outdoor segments, enhancing revenue diversification and margin resilience.
- Direct engagement with brand owners expected to drive higher value-added opportunities and support long-term sustainable growth.

Singapore, 11 May 2026 – **Fuxing China Group Limited** ("**Fuxing"**, or the "**Company**", and together with its subsidiaries, the "**Group**"), **the 4th largest zipper manufacturer globally in terms of sales value,** is pleased to announce that the Group has expanded its customer base with both established international and domestic brand owners via its direct-to-brand sales strategy.

This development underscores the Group's strategic pivot towards expanding direct-to-brand sales, deepening its partnerships with brand owners while enhancing margin performance.

Expanding Portfolio of Well-Known Brands

The Group has progressively strengthened its engagement with a diverse portfolio of brands in recent periods, including the key ones as set out below:

International Brands

1. ellesse – An iconic Italian heritage brand that merges athletic performance with high-fashion tailoring for the global street and sportswear markets.
2. Reebok – A global leader in athletic footwear and apparel, dedicated to performance innovation and the intersection of fitness and lifestyle.
3. Mizuno – Founded in Osaka, Japan in 1906, Mizuno is a premier global manufacturer of high-quality athletic footwear, apparel, and equipment for sports.
4. Joma – A premier Spanish technical sportswear brand with a dominant international presence across professional football, tennis, and team sports.
5. U.S. Grand Polo Equipment & Apparel (USGP) – A sophisticated lifestyle brand inspired by the elegance of equestrian heritage, offering a refined range of sport-influenced luxury apparel.
6. Sela – A leading Russian mass-market fashion brand catering to mass market consumers.
7. Rieker – A well-established European footwear brand recognised for providing versatile, family-oriented wardrobe essentials and modern lifestyle apparel.
8. Zpacks – A premier US-based manufacturer of ultralight outdoor gear, catering to the "fast and light" community through the use of cutting-edge performance materials.
9. ELDERA – A specialised French equipment brand dedicated to providing high-quality technical kits and gear for amateur and professional team sports.
10. ALTO GIRO – A prominent Brazilian fashion brand established in 1983 that specialises in high-quality activewear, beachwear, and fitness apparel.
11. DEWBU – Known for the R&D, skilled craftsmanship and sales of smart heated apparel for both outdoor adventures and everyday use in cold conditions

Domestic Brands

1. CAMEL (骆驼) – A leading domestic outdoor brand in China, specialising in high-performance hiking and camping equipment engineered for rugged durability.
2. Bosideng (波司登) – One of China's leading down apparel brands, combining over 40 years of craftsmanship with cutting-edge technical design and high-fashion collaborations.
3. Meituan (美团) – A major Chinese lifestyle services platform that provides a digital link between consumers and diverse retail segments, including apparel and lifestyle goods.
4. Santic – A technical leader in professional cycling gear, recognised globally for its aerodynamic innovation and support of elite professional tours.
5. QIAODAN(乔丹) – Founded in 2000, QIAODAN has grown into one of the leading brands in China's sportswear and athletic equipment industry.
6. FIRS (衫衫) – One of China's leading fashion brands specialising in formal and smart-casual menswear.
7. MARK FAIRWHALE (马克华菲) – Founded in Shanghai in 2001, this Chinese designer fashion brand is symbolised by the deep-sea whale and known for its trendy and affordable designs.

Positioned for Sustainable Growth

These brands have been successfully onboarded and have commenced recurring order flows from recent product cycles, reflecting their confidence in the Group's product quality, reliability, and manufacturing capabilities.

By working directly with brand owners rather than intermediaries, the Group aims to:

- Enhance margin through higher value-added product offerings
- Improve responsiveness to customer requirements
- Strengthen collabrative partnerships and deepen working relationships
- Harness more opportunities across customers' product lines

This approach is consistent with the Group's strategic focus highlighted in its FY2025 results, which aims to drive revenue growth and margin expansion through increased direct-to-brand sales and enhanced operational efficiency.

Coupled with ongoing investments in automation and digitalisation, the Group is positioned to scale its direct-to-brand strategy and deepen working relationships with existing and new customer accounts.

Mr Hong Shao Lin, Chief Executive Officer of Fuxing, said: "The increasing traction from our direct-to-brand sales strategy allows us to engage brand owners more closely and improve customer responsiveness, and harness higher value-added opportunities across their product lines.

As we deepen these relationships, we aim to strengthen order visibility with improved margin, reinforcing the effectiveness of our direct-to-brand strategy.

Moving forward, we will continue to build on this momentum by enhancing our operational capabilities and expanding our reach across global brands as the 4th largest zipper manufacturer in the world."

-END-

Fuxing China Group Limited

About Fuxing China Group Limited
(Bloomberg: FUXC:SP / Reuters: FXCG.SI / SGX Stock Code: AWK)

Established in 1993, Fuxing China Group Limited is the 4th largest zipper manufacturer globally in terms of sales value. Over the past 30 years, the Group has built strong integrated manufacturing capabilities, developed its proprietary "3F" brand, and established a solid market reputation alongside a diversified customer base in the PRC.

Serving over 1,600 customers and trusted by renowned brands such as Peak, ERKE, 361°, Li-Ning, Samsonite, Reebok, Joma, Ellesse, Meituan, Sela, Bosideng and Northpole China, the Group's zipper products are widely used in apparel, footwear, bags and camping equipment.

With strong emphasis on quality assurance and research and development, the Group has obtained various international certifications in recognition of its quality standards and innovation capabilities.

For more information, please visit https://www.3fzipper-ir.com/

Issued on behalf of Fuxing China Group Limited by 8PR.

Media & Investor Contacts:
Mr. Alex Tan
Mobile: +65 9451 5252
Email: alex.tan@8prasia.com