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杉杉品牌運營股份有限公司

Shanshan Brand Management Co., Ltd.

(A joint stock company incorporated in the People's Republic of China with limited liability)
(Stock Code: 1749)

**ANNOUNCEMENT
BOOK CLOSURE PERIOD FOR
2020 ANNUAL GENERAL MEETING AND/OR
CLASS MEETING(S)**

Shanshan Brand Management Co., Ltd. (the “**Company**”) hereby announces that the 2020 annual general meeting of the Company (the “**2020 AGM**”) and the class meeting of the holders of overseas listed foreign shares of the Company (the “**H Shares**”) and the class meeting of the holders of the domestic shares of the Company (the “**Domestic Shares**”) (collectively “**Class Meeting(s)**”) will be held on Friday, 5 June 2020 at Conference Room, Third floor of Building B1, Shanshan New Energy Base, 238 Yunlin Middle Road, Wangchun Industrial Park, Ningbo, Zhejiang Province, the People's Republic of China (the “**PRC**”).

The register of members of the Company will be closed from Wednesday, 6 May 2020 to Friday, 5 June 2020, both days inclusive, during which period no transfer of the H Shares or the Domestic Shares will be effected. In order to determine the list of members of the Company who are qualified to attend and vote at the 2020 AGM and/or Class Meeting(s), all transfer documents accompanied by the relevant share certificates must be lodged, in the case of the holders of the H Shares, with the Company's H share registrar and transfer office, Tricor Investor Services Limited at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong, and in the case of the holders of the Domestic Shares, to the Company's registered office address at the office of the board of directors of the Company (the “**Directors**”), 238 Yunlin Middle Road, Wangchun Industrial Park, Ningbo, Zhejiang Province, the PRC, no later than 4:30 p.m. on Tuesday, 5 May 2020.

For and on behalf of
Shanshan Brand Management Co., Ltd.
Yan Jingfen

Executive Director and Joint Company Secretary

Ningbo, the PRC, 17 April 2020

As at the date of this announcement, the executive Directors are Mr. Cao Yang, Mr. Luo Yefei and Ms. Yan Jingfen; the non-executive Directors are Mr. Zhuang Wei (Chairman), Mr. Yang Feng and Ms. Hui Ying; and the independent non-executive Directors are Mr. Au Yeung Po Fung, Mr. Wang Yashan and Mr. Wu Xuekai.